Todor Todorov

International Tourism in Bulgaria and the Problems of our Architecture

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Translated by
MIHAIL TODOROV

Editor:
MARGUERITE ALEXIEVA

Artist:
MARKO KOZHINKOV

FOREWORD

International tourism is constantly and rapidly expanding in the world and so are its scope and economic effectiveness. Its social composition, structure and role are changing progressively. The problems associated with tourism are changing at the same time, too, both quantitatively and qualitatively, and in consequence many new tasks have become pressing.

In Bulgaria international tourism is gradually developing into an independent branch of our national economy. It is therefore necessary carefully to consider all the issues related to it at this stage of its development. A careful preliminary review of all its aspects should be made, if this all-round development is to be shaped properly, in conformity with the present and future trends of the tourist movement.

Many of the problems of international tourism are directly related to creative architectural work both in theory and in practice. The accumulated practical experience and the dynamics inherent in international tourism in our country steadily tend towards a new qualitative definition. The basis of this new definition will primarily rest on socialist public relations. And now that the question of creating a specialized, independent branch of our national economy has arisen, the problems can in no way be successfully resolved by the existing general theoretical conceptions and by practical guess-work. It is evident that under the conditions of our socialist public relations the traditions of the countries with 'classical' experience in international tourism cannot be of any use to us in their actual state. Even less can their unlimited commercial aspirations and their business organization be applied here. And yet we have to compete with the countries of classical tourism and are seeking no less than they are economic benefits from our undertakings in international tourism.

In analyzing the accumulated experience of the foremost pioneers in the socialist organization of international tourism, this paper – the first of its kind in the field of architecture – is an attempt to define and theoretically substantiate the specific, novel features in this field.

It is with pleasure that I gratefully express my thanks to Petko Todorov, Dimiter Kotev, Peter Tashev, Professor of Architecture, Architect Nikolai Nenov, and all the others who assisted us in our work with their helpful observations.

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INTTERNATIONAL TOURISM, ITS SPECIAL FEATURES AND TRENDS

Tourism is rightly the emblem of our century. It has grown into a mighty, epoch-making movement. One hundred and twenty million people are already travelling about the world today under the name of tourist. In only one year, tourism attracts more people – of their own free will and with the best of intentions – than the number who, against their wishes and aspirations, were directly and forcibly involved from beginning to end in the Second World War.

Today, it is quite natural and logical for people to be seeking suitable means and forms of knowing each other better and making friends. And tourism persistently and consistently contributes to the extension of contacts between peoples, fulfilling its task irreproachably. At the same time, tourism is rapidly being built up into an independent, highly effective and relatively new branch of the economy. For those who have a correct grasp of it and who are creating the indispensable conditions for its development, tourism holds out inexhaustible economic benefits.

The people's aspirations for understanding and confidence on a world scale are exerting a vast, encouraging influence on tourism's rapidly increasing rate of growth and on the economic results from the tourist industry. That is why, the tourist industry has been gaining more and more attention during the last ten years, especially so after the Geneva Conference of 1955.

The beneficial effects due to the development of international tourism are now tangibly felt all over the world, and are hastening the rapid expansion of their respective material bases, even in the classical countries of tourism. From 1964 to 1967, Spain was to spend 500 million dollars on the construction of new hotels (with 130,000 rooms) and on the modernization of a number of her existing tourist sites. In Greece, state investments in the tourist industry in 1963 amounted to 380 million drachmas, with another 20,000 new beds to be provided by 1969, in addition to those being provided by private capital. In 1964, France invested 95 million dollars in her tourist industry; Yugoslavia, 40 million dollars; Portugal, 16 million dollars; the United Arab Republic, 77.5 million dollars, and so on.

The data, or totals, on the statistical tables of six areas of the world indicate that this new branch of the economy is developing rapidly and dynamically, with a high rate of growth and over a wide range (Supplement – Table 1).

Europe is the most attractive tourist continent, receiving at present the greatest number of tourists in the world – 72 per cent; North America comes second with 18 per cent; between them, these two geographic areas attract 90 per cent of the world's tourists, with the remaining 10 per cent almost equally divided among the other four areas.

What do the data indicate, with regard to foreign currencies received from the tourists in the six tourist areas in question? (Supplement – Table 1).

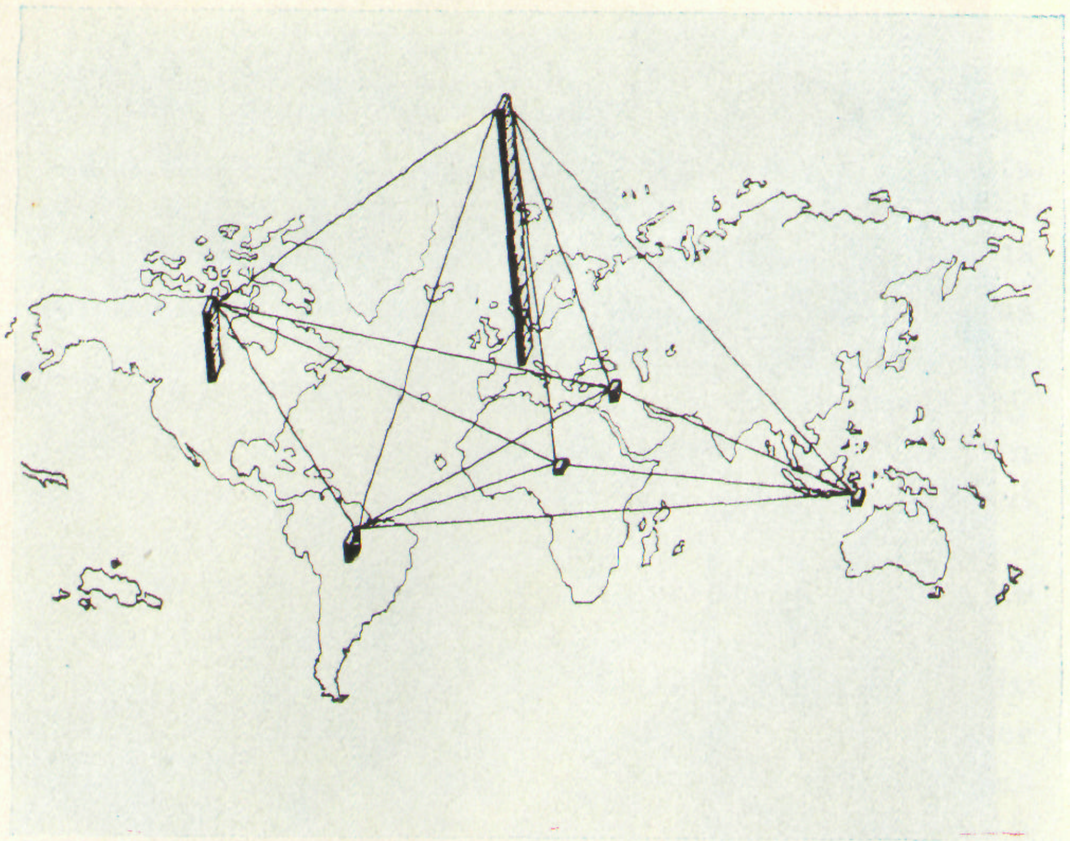
It is again Europe that justly receives the greatest share of foreign currency revenue – 61 per cent. North America comes second again with 16 per cent, though her revenue does not differ greatly from those of Latin America and the Caribbean – 14 per cent, even if the difference in the number of tourists visiting them is considerable – North America receives nearly five times as many tourists. It is obvious that the average stay of tourists in Latin America and the Caribbean is much longer than that of tourists in North America, and this accounts for the near equality of their revenue in foreign currencies.

A comparison of the data on the movement of tourists in the different areas of the world with those on the foreign currency revenue from them points to a significant feature: the increase of foreign currency revenue definitely outstrips the increase in the number of tourists. From 1962 to 1963, for the six tourist areas in question taken together, there is an average increase in the number of tourists of 10.8 per cent, but there is an increase of 13.5 per cent in foreign currency revenue; the same thing is true of Europe alone – the respective increases are 13 and 14.5 per cent. In this connexion, there is yet another feature to be pointed out: 90 per cent of the total number of tourists go to Europe (72 per cent) and North America (18 per cent), whereas 90 per cent of the foreign currency revenue is collected in three areas – Europe (61 per cent), North America (16 per cent), and Latin America and the Caribbean (14 per cent). This is so mainly at the expense of Europe's foreign currency revenue, which is definitely directed towards Latin America and the Caribbean. Fig. 1.

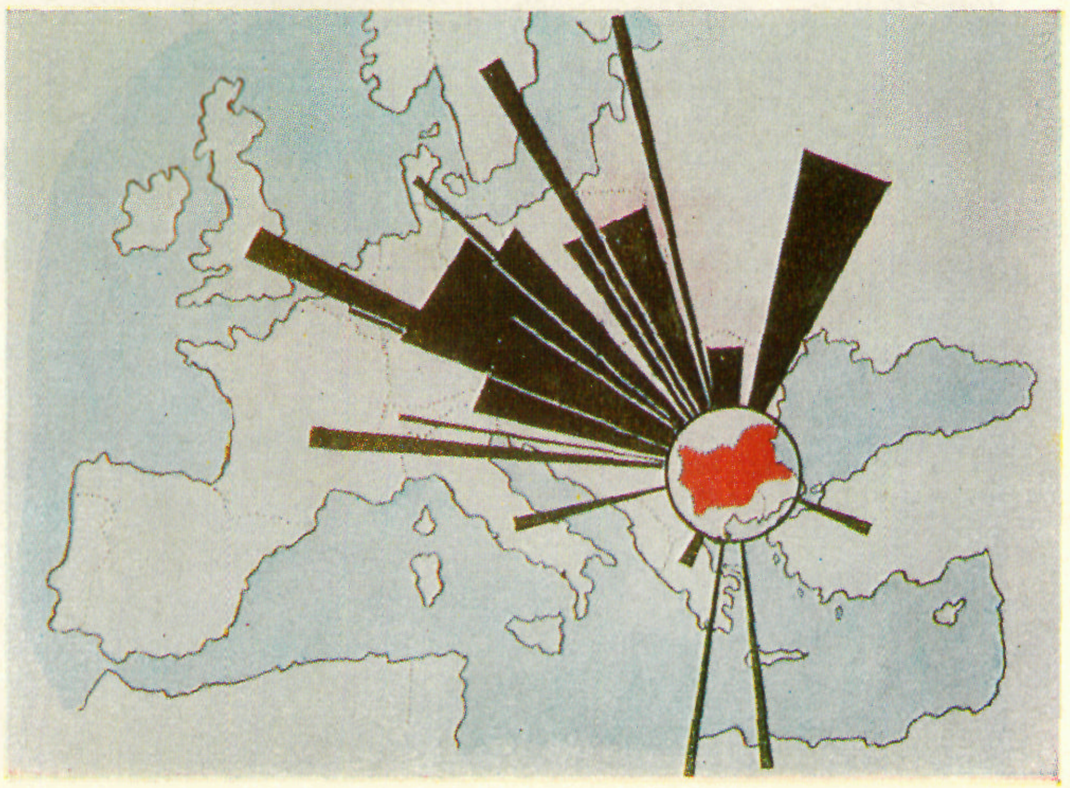
Actually, *as regards the geographical areas*, the flow of tourists follows several main directions:

Towards Europe:

Europe is the central, principal place of interest for international tourism in our day. On the one hand, Europe is the most attractive tourist







1. Characteristics of international tourism in scale in 1963. Diagram made by T. Todorov, drawn by T. Popova
2. The international tourist flow. According to Prof. Krapf, drawn by G. Atanassov
3. The international tourist flow into Bulgaria. Drawn up by T. Todorov, drawn by G. Atanassov

area in the world and is much visited by people from all the other parts of our planet; on the other hand, there is a clearly defined movement from north to south within the European continent itself, primarily directed towards the Mediterranean. This is the principal flow, the so-called flow towards 'the sun'.[34]

The greatest number of tourists head for and gather in the southern part of the continent, comprising Portugal, Spain, France, Italy, Yugoslavia, Greece and Bulgaria. Of the 66, 612,199 tourists coming to Europe in 1963, 48,946,895, or 74.1 per cent, went to these same seven southern countries of the continent. Fig. 2, and Fig. 3.

There is also a flow of tourists in the opposite direction in Europe, towards the Alpine regions – 'the cradle of tourism'.[34] This has long been a well-known flow, rather more in the field of sports. For the moment, Switzerland and Austria are the main countries for tourism due to sports, having been visited in 1963 by a total of 11,238,696 tourists, or 15.1 per cent of the continent's entire contingent for that year (Supplement – Table 3).

Towards North America:

In North America, tourism is more of a local domestic character. For the United States, the principal place of interest for tourists is Florida; the United States also have a considerable number of tourists going to Canada and Mexico, and over a million United States tourists go to Europe as well.

Towards Latin America and the Caribbean:

The peoples of the Caribbean, or the West Indies, are also rapidly developing their respective material bases and receive many tourists from the other areas of Latin America, as is the case with the southernmost part of Argentina, for instance.

Without forsaking the familiar spots, tourism is always seeking and always finding new horizons. It has lately 'overrun' India, Japan and the Far East; it is gradually spreading over the Near East, the Middle East, North Africa and other areas of the earth.

Only if better knowledge is acquired on a number of factors can international tourism achieve an even greater development. In addition to re-

4. Cyclone paths in the Balkan Peninsula. According to Prof. Zh. Gulubov, drawn by K. Toteva
5. Mountain lifts in Innsbruck, Austria.

search on the place of origin and the direction of travel of the tourists, it is also necessary to have knowledge of the seasons and months of the year when demand is greatest, and there is consequently the greatest influx of tourists in the resorts and tourist sites; of the means of transport the tourists prefer to use in their travels, of the places of interest they visit, of which of them they linger in longest and why; how long their average stay is in a given country and in its various places of interest, what services the tourists expect, what are their financial means, etc.

Statistics bear out that the demand is greatest in Europe's tourist base in August, followed by July, September, June, etc., regardless of whether a given country has seaside resorts or not. In any case, visits in August and July, taken together, make up more than 30 per cent of the annual contingent of tourists; this demand even reaches 47 per cent in some countries. Total visits in August, July, September and June make up more than 52 per cent of the entire annual contingent of tourists (for the same time, they reach 82 per cent in some places) (Supplement – Table 4).

First of all, it is evident that tourism is influenced to a great extent by the power of attraction of the natural factors. Tourists seek the best combination of all the principal elements that define climatic and psychological comfort: pleasant conditions for the human organism – warm sunshine, active air currents, degree of air humidity, tranquillity, greenery, etc.

That is why the private and government sectors in France, for instance, who are interested in the development of tourism, are right to go in for a persistent and careful campaign to improve the landscape and microclimate in some of their resorts. They have instituted the French Association for Parks and Gardens in the Resorts, whose aim is to promote the creation of lawns and parks in the resorts, to improve their natural beauty and climate as tourist attractions. This new association has drawn up a Charter defining the minimum requirements of greenery and trees to be planted in the towns and villages if they wish to be described as 'a resort with parks and gardens'.





For the climate in Europe in general, there are two well-known types of air currents of decisive importance – the tropical air currents from the south (warm and dry), and the polar air currents from the north (cold and moist). They are separated from each other by the 'boreal front'[18] which shifts its front line in the different seasons of the year. The various positions taken by the boreal front depend on the position and intensity of the barometric maximum in the Azores and in Siberia which also determine the course followed by the cyclones. Fig. 4.

In the light of these circumstances, it is quite natural for the spring not to arrive simultaneously in the whole of Europe. It advances gradually from south to north. In spring, the warm weather is as much due to the more intense sunshine as to the influx of warm masses of air from the south northwards. At the same time, because of the ocean's influence, spring is somewhat slower in coming in Western Europe than in Eastern Europe.

The deep, warm Mediterranean, which is one of the largest intercontinental seas in the world, has its own great significance for the climate of Southern Europe. The temperature on the surface of the water at the eastern end of the Mediterranean is between $+27^0$ and $+30^0$ Centigrade in the month of August, whereas it scarcely comes up to $+20^0$C in the Gulf of Lyons area; air temperature in the southeastern part of the Mediterranean is $+28^0$ in August, whereas it is $+24^0$ in the area of Gibraltar.

The Bulgarian Black Sea coast possesses a characteristic feature, which deserves to be stressed. 'With a sufficiently high temperature of the water (over 21–22^{0}C along the coast in summer, and reaching up to 25–26^{0}C), air temperatures are moderate, considerably lower than in the interior of the country (maximum temperatures between 26 and 33^{0}C, as against 33 to 40^{0}C). The moderate temperature and the particularly agreeable, refreshing, exhilarating 'cooling value' (a combination of temperature, wind velocity and relative humidity) make the climate of our Black Sea coast more favourable during the hot months than that of the French or Italian Rivieras, where the summer spells of hot weather reach 35–40^{0}C in the shade and give the climate an unfavourably over-heated character.'[18]

The summer holidays of the educational institutions constitute a *powerful subjective factor* for the intensity of the flow of tourists in August, July September and June. That is easy to understand: many parents prefer to take their annual holiday when their children can accompany them. This is done for a number of reasons: educational, economic, and others.

The Commission for Technical Research at the International Union of Official Tourist Organizations (IUOTO) worked out a definition of the idea of a 'tourist' in Malta, in April, 1963. It was introduced, discussed and endorsed at the Rome Conference of IUOTO (August and September, 1963). It is to be adopted by the Commission for Statistics at the UN and will become obligatory for IUOTO members in the processing of materials on tourism.

Under this definition, the idea of a 'tourist' means a visitor who spends at least 24 hours in a given country, and whose travelling can be explained by:

a) general considerations: for pleasure, to spend his annual holiday, for reasons of health, for research, religious or sports motives;

b) official considerations: on business, family connexions, on a mission, meetings (gatherings, conferences, seminars, etc.).

As a matter of fact, every person visiting a country other than the one he usually resides in, with any purpose whatsoever, unless he is engaged in work remunerated by the country he is visiting, is to be considered as taking part in international tourism.[75]

The very fact that the great majority of tourists converge on Southern Europe in the four summer months of the year (August, July, September and June) is ample and eloquent evidence of the main purpose of tourism – *travelling for rest and pleasure.*

In the season of 1964, 77 per cent of the foreign tourists in Yugoslavia went to the Adriatic coast, 9.8 per cent to the cities and towns, 5.4 per cent to the mountainous regions, and only 1.5 per cent to the spas. In this connexion, Dr. Brenecker, Director of the Institute of Tourist Research in Vienna, head of the Commission of Experts at the UN for drafting of a project for the development of tourism in Yugoslavia, after two months of research in the country in 1964, expressed the opinion that efforts should be made to balance the development of tourism along the coast with that in the other districts in the interior of Yugoslavia. However, the Yugoslav tourist organizations have very sensibly taken advantage of existing conditions – *the private lodgings* – and do not necessarily associate the development of tourism with the construction of *a new base.* For

example, 23 per cent of the foreign tourists in 1963 were lodged in the available private lodgings. Over 101,000 lodgings were registered to this end, and that represents almost one third of the tourist bed fund of Yugoslavia.

Our own investigations in 1963 and 1964, leading to the drawing up of our technical and economic report and programme for the construction of the material base of international tourism in Bulgaria (approved by Decision No 44, September 14, 1944, of the Council of Ministers) equally led to the conclusion that measures should be taken towards a certain balancing of the tourist base in conformity with the natural and other factors, even though the programme gave priority to the development of the material base along the Black Sea coast.

Switzerland has priority in mountain tourism, and also in the numerous meetings and conferences in Geneva, a base of the UN.

Italy has priority in seaside resorts, places of interest, and towns and villages in which there are cultural monuments of different historical periods.

Greece has priority in seaside resorts, places of interest, and towns and villages in which there are cultural monuments of ancient Greece.

As stated in the World Travel Magazine (Numbers 62 and 63, 1964), it is of some interest to note that according to the investigations of certain western tourist companies, it is the wife who usually decides on the tourist sights to be visited, and it is she who is the decisive factor in travelling *'for pleasure'*. Such journeys are *most often undertaken in the tourists' own cars.*

In recent years, *motor tourism has been developing at an exceptionally rapid rate.* The congress of the World Federation of Touring Clubs, held in 1964 in Yugoslavia, established that 71 per cent of the tourists who arrived in Italy in 1962 had travelled by car, 68 per cent of those who arrived in Spain had also travelled by car, and so on. In 1962, there was one car to every five Swedes, one car to every seven Frenchmen, one car to every eight Englishmen or Danes, one for every ten Belgians, and so on.

The Spanish Ministry of Information and Tourism announced in its statistical bulletin for 1963 that of the 10,931,626 visitors during the same year, 7,539,890 persons, or 69 per cent, had arrived by car, 1,237,804 persons, or 11.3 per cent, had arrived by train, 1,092,208 persons, or 10 per cent, had arrived by sea, and 1,061,724 persons, or 9.7 per cent, had arrived by air (Supplement – Table 5).

In the period 1951-1963, motor and *air* transport of tourists to Spain grew extremely fast; on the contrary, rail and sea transport of tourists had developed slowly, uncertainly, with many fluctuations. In comparison with 1951, air transport in 1963 increased by more than eighteen times, almost equalling rail and sea transport; motor transport has also developed very intensively during the same period, increasing by more than 13.4 times between 1951 and 1963. It should be stressed that this correlation in the numbers of tourists transported to Spain by the four principal transport media is characteristic of the transport of tourists into almost all tourist countries, with slight fluctuations, chiefly in sea transport.

Bulgaria is no exception: tourists from the United Kingdom, France, the German Federal Republic, the Scandinavian countries, etc., always prefer to travel by air to Bulgaria. It is not by mere chance that Bulgaria ranked second in the total number of tourists transported by air from the German Federal Republic in 1964, second only to Spanish Majorca. Tourists prefer time-saving means of transport, such as the aeroplane, or take to their cars which, mostly in their pleasure trips, on shorter journeys or on scientific missions, provide them with greater freedom of movement.

The means of transport which tourists prefer to use determine requirements in organizing and providing facilities for the highway network and respective tourist sites: comfortable, rapid, safe and accident-free reception of the means of transport, proper profile and organization of the highways and railways, ports and airports. However, the primary condition for the rapid development of mass tourism still remains the high-speed highway. In addition to that, there is the great role of *the mountain lift* for high-altitude sports tourism – the various kinds of rope-lines, telphers, rack railways, etc. In Austria, there are at present some 81 rack railways in operation, as well as 114 lifts with seats and 589 ropeways. These figures make Austria the foremost country in Europe in the field of lift facilities. Fig. 5.

The role of tourism in the field of the 'invisible sources of revenue'[75] is also great. For a number of states, foreign currency revenue from foreign tourists has become the chief asset in their balance of payments problems. Every country engaging in the tourist industry does so primarily for financial reasons. As a matter of fact, the average stay of

a tourist in a given country and the amount of money he spends per day are of the greatest importance in the increase of revenue from tourism.

For instance, statistics make it very plain that tourism in Spain is much more effective than in Italy. In 1963, Spain was visited by 10,931,626 foreign tourists and obtained the equivalent of 769 million dollars in foreign currencies, whereas Italy was visited in the same year by 23,157,500 foreign tourists and obtained the equivalent of 932 million dollars in foreign currencies; it is obvious that Spain obtained 62.2 dollars per tourist, as against Italy's 40.3 dollars. This is primarily due to the circumstance that tourists visiting Italy in 1963 spent 32,216,079 nights in hotels, an average stay of 1.56 nights in the country per tourist. Studies indicate, for instance, that 10 to 12 million tourists visit Venice every year, but that they do not stay long in the city — only a few hours, in most cases.

In 1963, the tourist's average stay in Austria was 6.7 nights; in Yugoslavia, 4.5 nights; in Greece, 3.25 nights; in Switzerland, 3.2 nights. In 1963, the foreign tourist's average stay in Bulgaria was 6.87 nights.

The increase of foreign currency revenue per tourist still depends on many other factors: the profile and character of the material base, the degree of development of the trade network, the number and quality of the places of entertainment, and amusement or cultural undertakings, the degree of development of the souvenir industry, or, in general terms, the quality and quantity of services offered to the tourists.

It is quite logical to point out that the mass international tourist industry on a world scale, which is obviously growing every year, can no longer be limited to the privileged or wealthy groups or classes. Tourism is gradually being taken up by people of rather more limited means and is definitely within the possibilities of the *masses*. It is clear, therefore, that corresponding conditions should be created for the reception of tourists of this new economic category.

It was pointed out, in a debate in the French parliament, that France had 12,326 hotels available to tourists. Their capacity is 349,645 rooms; 150,000 of them are in 'one star' hotels (the cheapest category), and 100,000 in 'two star' hotels (a slightly more expensive category). Consequently, the two lowest categories of hotels in France take up 71 per cent of the base. It was established during that debate that the tourist industry was the third in size of the French industries. In this connexion, the French parliamentarians stressed that it was inadmissible 'to kill the goose that lays the golden eggs'. According to the latest statistics, 10 per cent of the French population make a living from tourism. In ten years' time, the French believe that this percentage will be doubled with the development of tourism.

The anxiety in some other classical countries of international tourism is easy to understand. In an analysis of the tourist season in Spain, 1964, the newspaper *Hotel Revue*, published in Basel, wrote in its issue 9 of March 4, 1965: 'As the number of beds has risen considerably, it would be well worth knowing what percentage of them were occupied. Unfortunately, however, this very important index of the economic appraisal of tourism is lacking. But we are aware that the hotels of the *de luxe* and first-class categories have not been fully enough occupied. Experts on this subject believe that this is due rather to the general tourist complex within which the hotels are located, and not to the facilities in the hotels, which offer the utmost comfort. It is of interest to note on this score that the hotel-keepers in Costa del Sol (*de luxe* and first-class categories) have recently requested authorization to reduce their prices, something that could result in a conflict with the hotel-keepers of the inferior categories. In this connexion, the government has now banned all construction of *de luxe* or first-class hotels in that area (Costa del Sol), in order to avoid a deterioration in the situation.' The newspaper announced that measures were being taken to get the terrains in better order, to urbanize them, supply them with electricity, water, etc. And then the newspaper does not fail to remind its readers that 'of course, people in Spain are aware of the threat from their new rivals (Bulgaria and Rumania), but there is no danger for the present if the prices are left unchanged.'

The authors of this 'analysis' are surely aware of what they refrain from officially stating, viz. the following fundamental difference: the material base of tourism in our country is being built on diametrically opposite principles, on different, more perfect social, economic, and everyday life foundations! Therein lies the strength of our tourist industry, the effectiveness of the results of this industry.

It is the *special features and the trends of international tourism*, primarily in Europe, that define

the form and content of the *index of development of the material base* of international tourism in Bulgaria.

Europe is the most attractive area of interest for international tourism. The dominant prerequisites of this are the existing favourable natural environment, eventful history, material and spiritual culture, high-level contemporary scientific and technical progress, and firmly established traditions of tourism.

The main flow of tourists has its constant gravitation – from north to south, '*towards the sun*'. The majority of tourists spare no efforts to get into the southern zone of Europe, known for its very favourable natural amenities. Here, Bulgaria is endowed with magnificent picturesqueness for tourists, and at the same time she is on the most direct and convenient highway (E_5-North) linking Europe and Asia.

The natural and climatic amenities of Europe have led to the consolidation of the mainly *seasonal character of international tourism*. More than half of the annual tourist contingent for the various countries of Europe is absorbed by the months of August, July, September and June. This is the criterion for the profile of the material base, of its typical form and content.

The quantitative growth of *international tourism is gradually reaching the masses*, the people with rather limited financial means. International tourism has ceased to be a privilege of the rich. The *categorization of the material base* cannot but be conformed to the *tourists' economic category* which prefers cheaper services.

The means of transport which carry the tourists from one area to another *are a condition for the respective facilities*. The *priority of motor tourism* demands special care for the development of the highway network and all the necessary facilities for rapid, high-grade services.

INTERNATIONAL TOURISM IN BULGARIA
CHARACTERISTIC FEATURES



7. View of the Bulgarian coast. From Resorts

I. BASIC PREREQUISITES FOR THE DEVELOPMENT OF TOURISM IN OUR COUNTRY

A thoroughly developed and flourishing tourist industry is the essence, the basis for welcoming guests and visitors from abroad. As a rule, tourists are attracted by our country's beautiful landscape and mild climate: the pleasant sun, pure air, lovely mountains, soft beaches, warm sea



water, curative mineral springs, shooting and fishing, historical, cultural and natural monuments, way of life and folklore of a given country and its people.

In addition to the people's hospitality, what is chiefly needed for the quantity, quality and accumulation of a greater number of tourist services is the equipment, experience and know-how, culture and traditions related to tourism.

In August 1965, Bulgaria celebrated the 70th anniversary of the first organized steps of her Hikers' Union. 'Incredible, indeed – 300 persons at the Black Peak – but it is a fact,' Aleko Konstantinov wrote in 1895 after the excursion to Mount Vitosha on August 27 of the same year, an unprecedented occasion, in which a great many hikers had taken part. Aleko Konstantinov rejected adoration of Nature as an aim in itself, and raised on high the banner of scientific, cultural tourism (as hiking is called in Bulgaria), which educates the masses. Fig. 6.

The first constitution of a voluntary tourist or hikers' organization – the original of which is preserved in the Aleko Konstantinov Museum in Svishtov – was written personally by Aleko Konstantinov in 1895 for the Sofia Hikers' Club Moussala. Twelve years later (in 1907) the first few pairs of skis were imported from the Swiss firm Richard Staub in Zürich with the help of Félix Vaugelis, a French engineer and sylviculturist working in Bulgaria.

The Bulgarian Hikers' Union is today the largest voluntary hikers' organization in our country, with over 800,000 active members, all lovers of our country's open spaces. It has its own material base and extensive international connexions. In addition to it, we have the Central Council of the Trade Unions, a number of departments and organizations, the organs of the people's councils, etc., with their own equally large material bases at the service of our hiking, and the Ministry of National Education, the former for the population's long or short holidays, the latter for the holidays of its Pioneers, teenagers and students. Bulgarian hiking has never forgotten Aleko Konstantinov's behest – to be a school of science and culture, of moral, aesthetic and patriotic education, tempering the minds and bodies of the young people, of humaneness and devotion to peace.

Independently of the base of the Central Committee for Tourism at the Council of Ministers, there were 1,436 Pioneer, youth and student

camps functioning in 1964, with 299,975 persons spending their summer holidays in them, including 10,313 young boys and girls from abroad; in the same year, 303,922 persons spent their annual holidays in 558 rest houses with accommodation for 45,996; 8,750 persons had their active hiking holidays, covering the 14 itineraries organized by the Central Council of the Trade Unions; at the same time, 144,697 persons spent some time in 44 non-tubercular sanatoria and 55 prophylactoria, with accommodation for 10,560 until their health and working capacity were completelyrestored; in the short holidays group 778,847 persons were registered as having spent the night in 66 mountain and other hikers' chalets with accommodation for 9,799 (beds proper and plank-beds); furthermore, over 70,000 Bulgarians spent their annual holidays in 1964 in the hotels of the Central Committee for Tourism. In 1962, the people's councils had 398 hotels at the disposal of domestic and international tourism, offering 14,839 beds, not to mention the vast base of private lodgings in the resort towns and villages, used by thousands of our citizens.

The projects of the long-term plan for the development of the national economy of Bulgaria up to 1980 provide for the creation of a new bed fund for long or short holidays, independently of the system of the Central Committee of Tourism, with the following general outlines:

- hotels – 57,000 beds
- rest houses – 130,000 beds
- sanatoria – 75,000 beds

or, in round figures, 262,000 additional beds. Including the present base, the bed fund is to reach a total of 327,000 beds. At the lowest possible figure for the utilization of this bed fund – not counting the private lodgings – it provides a possibility to ensure the holidays of *over 3 million Bulgarian citizens*. Bearing in mind that in 1980 the country's population will be approximately 9,250,000 persons, the possibility of spending their holidays, keeping fit or convalescing after illness at a fairly high standard will have been secured for over 30 per cent of them.

In 1964, Bulgaria was visited by approximately 808,000 foreign tourists, who made use of about 25,000 beds, including the camping sites of the special base for international tourism in the system of the Central Committee for Tourism. By 1970, the net bed fund of the Central Committee for Tourism will have increased by some 41,900 new hotel beds, some 8,760 of which were already





8. *View of Bulgarian mountains*
D.F.A., Sofia
9. *Mineral springs of naturally aerated water, Mihalkovo*
Photo by K. Shteres
10. *Pliska archaeological excavations.*
D.F.A., Sofia

available in the 1965 season. By 1980, the People's Republic of Bulgaria will have made her hotels, with more than 138,000 beds, available to international tourism. If occupied at a fair rate, they will provide the possibility of receiving an average of over 1,500,000 guests from abroad for long holidays – between two and three weeks.

The tourist industry in the People's Republic of Bulgaria is a comparatively new branch of economic activity, yet it has rapidly achieved full recognition and extensive scope for its accelerated development. Balkantourist, the first state economic tourist enterprise, was set up after the session of the Council of Ministers on January 6, 1948 to organize services for international tourism in the country; it began to function in April of the same year. Owing to war psychosis in international relations, it was only in 1956 and 1957 that Bulgaria was visited by larger numbers of tourists. In 1957, we had some 30,000 foreigners arriving in our country; they increased to 80,000 in 1958, to reach 200,600 in 1960 and more than 808,000 in 1964; in 1965, we already had more than 1,050,000 foreign tourists. By virtue of a government decision, the bed fund of the tourist industry was increased threefold in the period of 1965-1970, and by 1980 it is to be increased more than fivefold.

In the number of her resorts, Bulgaria ranks among the foremost countries of Europe, considering the total area of our country. The numerous and varied resort and tourist resources provide favourable conditions for making Bulgaria a first-rate centre of international tourism. Fig. 7.

Her beautiful *coast* with its spacious beaches, her *mountain ranges* overgrown with magnificent pine, oak and beech forests, her *lovely valleys* and glades, her *mild climate* make Bulgaria an ideal place for a pleasant and restful holiday, sending people back to their jobs fit, well and full of energy. Fig. 8.

We already have more than *500 valuable mineral springs*; of those, the thermal springs have a flow of about 1,200 litres of water per second. There are also vast deposits of high-grade curative mud at various places along the Black Sea coast, the reserves of which total 3,500,000 tons. Fig. 9.



11. Veliko Turnovo.
Photo by L. Popov
12. Sofia: September 9 Square.
Photo by L. Yarichkov

Bulgaria is the cradle of rich and varied civilizations, of which we are the heirs.

The cultural heritage created on our land is vast. It is the work of skilled and gifted master craftsmen. In the field of architecture alone, we now have more than 6,000 buildings and ruins registered as being of historical interest. The most ancient of the cultural finds in our country 'are Mousterian in character'.[21] Later we have the successive traces of the material culture and arts of the primitive communal society, of the ancient class society and of the slave-owning society (the Thracians, Greeks and Romans), of the Bulgarian feudal state (the Slavs and the Proto-Bulgarians), of the First Bulgarian Kingdom with Pliska and Preslav as its successive capitals, of Byzantine rule, of the Second Bulgarian Kingdom with Turnovo as its capital, of Ottoman rule, of the Third Bulgarian capitalist Kingdom, and of our present-day socialist Bulgaria, with Sofia as her capital. Figs. 10, 11, 12.

Three worlds are intermingled on Bulgaria's territory – Antique civilization, that of the Middle Ages, and of the Bulgarian National Revival.

There is a great variety of *foodstuffs, fruits and vegetables and other products* in Bulgaria. The variety and fine quality of these products make it possible to offer an excellent, well balanced diet to tourists. This diet plays an important part in the physiotherapeutic treatment available at our resorts. A combination of plenty of fruit, plenty of sunshine, fresh, uncontaminated air and rest, works wonders with people, run down by the strain of everyday life in our space age. Special attention is paid to food in all our resorts, to the way it is cooked and to its vitamin and protein content. What is more, the Bulgarian cuisine, based on the excellence of the product that go into the dishes, has a special appeal for the gourmet. It should be added that the chemical composition of the fruits and vegetables, drawn from the soil on which they grow, imparts a special flavour to them that is much appreciated.

The undertakings of the tourist industry, just like any other activity of nationwide importance in Bulgaria, are organized, implemented and controlled under the general long-term or yearly state economic plan. They are likewise financed by the state budget.





2. CENTRAL COMMITTEE FOR TOURISM: MAIN TOURIST SITES AND MATERIAL CENTRE

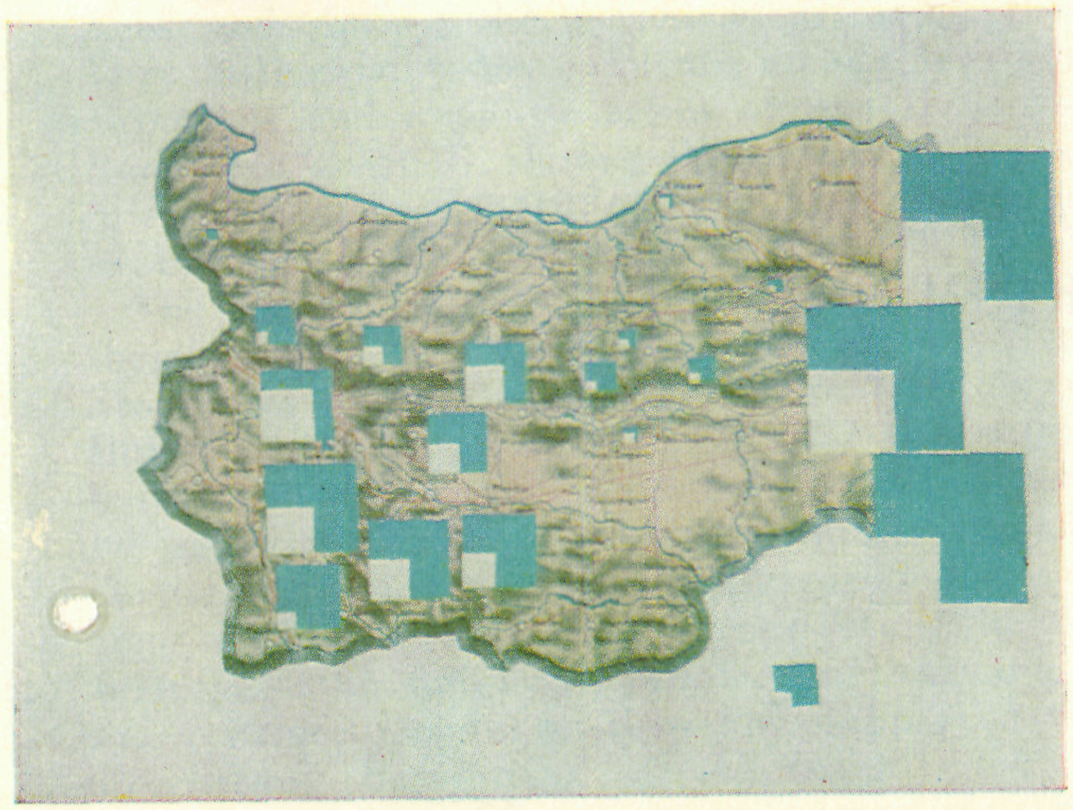
The Central Committee for Tourism at the Council of Ministers has concentrated its attenr tion on several principal centres, famed for theibeauty, which have been placed entirely at the disposal of the tourist industry in Bulgaria.

Climatic resorts and tourist sites come first in the base for international tourism. They are situated on the *Black Sea Coast* – the Golden sands, Drouzhba, and Sunny Beach resorts, and the area from Sozopol to Primorsko, which includes the four complexes: Kavatsité, Alepou, Ropotamo and Stamopolo; a base with about 100,000 beds in all is being developed along the coast, i. e. about 20 per cent of the possible capacity of our Black Sea coast (according to the regional territorial scheme of the coast); the remaining 80 per cent are allotted to our internal tourism, for short or long holidays, the base for internal tourism being even now several times bigger than that of the tourist industry; in the *high altitude sports and climatic mountain bases* of Mount Vitosha – in the Aleko area, in the Rila Mountains,our main high-altitude sports complex, for about 50 per cent of our mountain base for international tourism, and of the Rhodope Mountains – at Pamporovo; at the *balneological curative tourist bases* – the mineral springs at Hissar, Velingrad, Bankya near Sofia, and Kyustendil, as well as at the curative mud deposits at Pomorié. Fig. 13.

There are several main entry and exit points, which have appeared and taken shape in the course of history – they are the places where the tourists are welcomed or seen off, *the starting points towards the bases of international tourism*. Such are the frontier towns and villages – the village of Kalotino, on the main highway Belgrade–Sofia–Istanbul; the village of Kapitan Andreyevo on the main highway Istanbul–Svilengrad–Sofia; Roussé, by the bridge over the Danube, on the main highway Bucharest–Roussé with connected highways for Varna, Bourgas, Turnovo, Sofia, Stara Zagora and Plovdiv; the village of Kardam, on the main highway Constanta–Tolbukhin–Varna; there are a number of similar frontier points as well, but they are of lesser importance.

The cities of Varna and Bourgas are our international seaports. The main road centres in the interior of the country are: Sofia, the foremost administrative centre, tourist site and starting point; Veliko Turnovo and Plovdiv,equally good road, rail and air transport centres.

13. Diagram of the main centres of tourism in Bulgaria. K. Toteva



A. THE BLACK SEA AND ITS COAST—THE CENTRE OF OUR INTERNATIONAL TOURISM



In olden times, despite its storms, people imagined that the sea was the 'kingdom of amiable, cordial and virtuous gods',[63] and bathed in it only to seek a cure for their illnesses. During the Middle Ages, in fact even to the end of the 18th century, there was a belief that the sea could 'cure rabies and certain skin diseases'.[63] The first to bathe in the sea for their pleasure were the English.

Only after the appearance of the railway did visits to the seaside grow more frequent. In August 1880, Maupassant wrote:'Life slips by without any great emotions or dramatic events.' He and his friends would go down to the sea at about ten o'clock, the men going 'to the casino, and the women preferring the beach, which was quite shingly. . . . In the evening, if the air was pure and the weather clear, one stayed dreaming for an hour or two in the casino or on the beach.'

The shores of our hospitable sea have seen the ways of life of men and their civilizations throughout the history of their progress. 'The ancient Greek legends speak of the Argonauts, who visited the blind Thracian King Phineus on the Black Sea coast on their way to Colchis, asking him to tell them the way to the distant land they sought.'[21] The Greek colonization of the Black Sea coast had begun in the 7th century B. C., and within less than half a century 'a number of Greek colonies'[21] sprang up there – Apollonia (today Sozopol). Anchialo (Pomorié), Messembria (Nessebur), Odessos (Varna), etc. 'Their situation on the shores of our two large Black Sea bays – today the bays of Bourgas and Varna – proved so favourable that life there never died out. Altering their appearance and names, these settlements continued to exist, throughout the Middle Ages and during the period of Ottoman rule. They still exist today, and are among the most important and romantic towns on the Bulgarian Black Sea coast.'[21] During the period of Roman rule, 'a road was built along the Black Sea coast to link the towns on the coast-line.'[21]

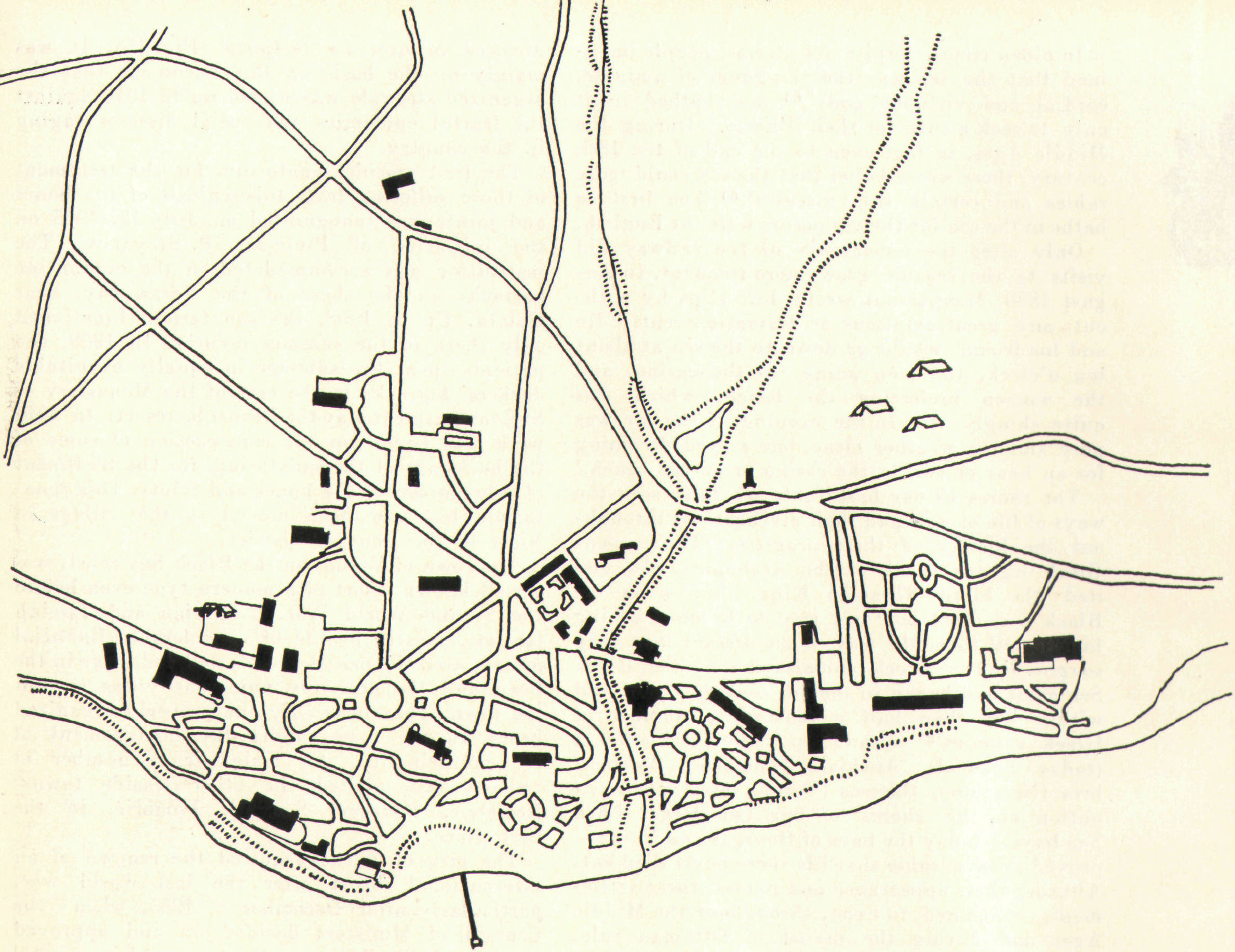
The five centuries of Ottoman rule have left their imprint on the development of the Black Sea coast, as well as on the entire territory of Bulgaria. The war of liberation of 1877-1878 waged by the Russian people (whose heroism is honoured by more than 400 monuments, preserved and cherished to this day by the Bulgarians as precious remembranes), marked a new stage in the history of the Bulgarian people. On February 1, 1879, Prince Dondukov-Korsakov approved the *Provisional Regulations of the Organization of Medical Services in Bulgaria* (Fig. 15). It was mainly on the basis on this document that the organized struggle was waged up to 1910 against the fearful epidemics and social diseases raging in the country.

The first seaside sanatorium for the treatment of those suffering from tuberculosis of the bones and joints was inaugurated on July 12, 1905 on the initiative of Professor P. Stoyanov. The institution was accommodated in the quarantine barracks on the shore of the Varna bay, near Galata. Up to 1908, the sanatorium functioned only there in the summer months. In 1909, the patients spent the summer in equally unsuitable dockers' barracks to the east of the Monastery of St Constantine (today the Drouzhba resort). In 1910 work was begun on the construction of some of the buildings of the sanatorium for the treatment of tuberculosis of the bones and joints. This sanatorium has now been moved to the village of Vlass in the Bourgas district.

The town of Varna, on the Black Sea coast, was a well known resort of a modern type even before the Second World War. Bulgarian and foreign tourists, mostly people of considerable financial means, used the private hotels and lodgings in the town and the not very numerous villas around the town. There was only one properly organized beach in the town, under the management of the municipality. An insignificant number of tourists also visited the other seaside towns: Nessebur, Bourgas, Sozopol, Pomorié, in the first place.

The city of Varna acquired the renown of an international resort after the last world war, particularly after December 1, 1955, when the Council of Ministers decided on and approved measures for building up the town and its coastal area into a modern domestic and international tourist site. These measures were implemented by the construction, begun on December 10, 1955, of the two hotels Chaika and Bor at the Drouzhba resort, first commissioned in the 1956 season by the State Economic Enterprise Balkantourist. Only the Rosa Hotel and the Chernomorets Restaurant had been built before them – they were the first buildings in the Drouzhba resort.

Today Varna, as a town and a resort, covers an area of more than 20 kilometres in length, with many tourist sites of a completely modern type. This system now includes the Drouzhba and Golden Sands resorts which have already made a name for themselves on a world scale.



a. THE DROUZHBA RESORT NEAR VARNA

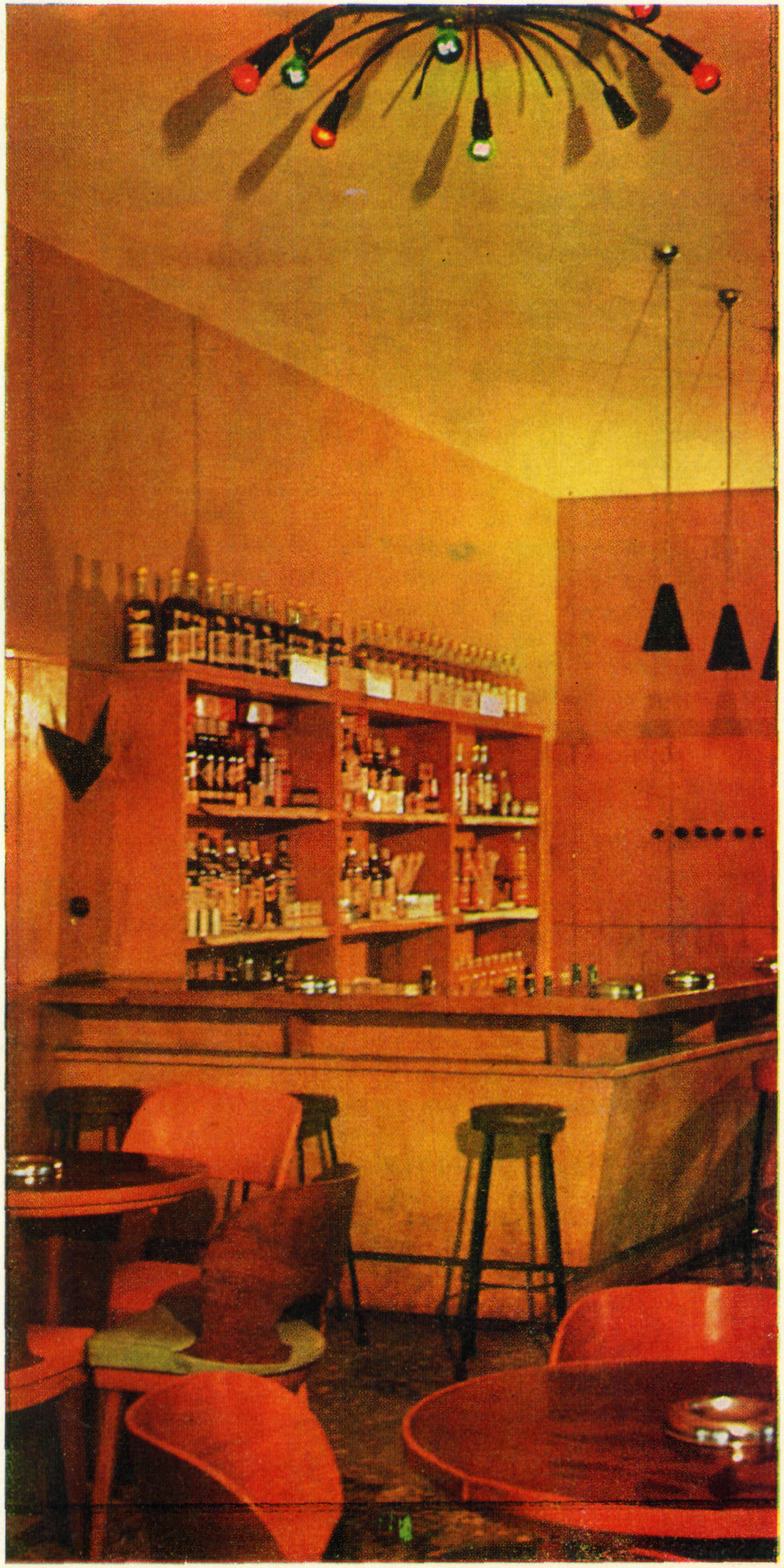
14. The Drouzhba Resort, scheme of the general plan by a group of architects headed by K. Nikolov G. Ganev, drawn by T. Popova
14a. The Drouzhba Resort: Interior of a hotel-bar From Resorts

Drouzhba means friendship. The name of the international Black Sea resort, Drouzhba, the first to be established in our country, is a synonym of friendship with the Bulgarian people, friendship with the sea and sun, friendship with the scenery and its beauty.

'Skilled hands were needed, skilled hands and love for Nature and for people, in order to transform this idyllic spot into a big modern summer resort, without disturbing its beauty and tranquility.[44] We are, indeed, well aware from personal experience, how much delight and aesthetic pleasure flowers and plants give us. Moreover, Drouzhba is situated in a magnificient natural park, with pigeons flirting in its shady walks, with the picturesque seaside highway that links the seaside towns of Varna and Balchik skirting its edge. It is 10 kilometres from the centre of Varna to Drouzhba – an endless row of natural meadows, parks, vineyards and gardens; many villas, many holiday houses; daintily set 'small' architectural elements – bowers, fountains, pergolas, etc., from where the broad expanse of the sea can be seen, and the coast, too, fashioned with such art by Nature herself.

Drouzhba has an area of about 200 hectares. A plot of about 50 ha has been improved and built up for the requirements of the tourist industry; it is situated on a natural terrace of the high sea-shore overlooking the sea, from where there is a wonderful view of the sea.

The area assigned to the Central Committee for Tourism slopes gently downwards towards the sea (an average two to four per cent gradient), facing east-south-east, the most favourable aspect for our climate. At present these grounds can accommodate approximately 2,830 tourists in 18 hotels with 2,580 beds and in 125 wooden cabins with 250 beds. Consequently, there are 4.6 beds per quarter of an acre, with a maximum of six persons per quarter of an acre to be reached in the future. This is a fairly luxurious standard, as far as the character of the undertaking goes. The terrain also has a camping site, five restaurants, two taverns in a folk-style, an open-air theatre, an open-air swimming pool of warm mineral water, athletic grounds, etc. Fig. 15.



15. The Drouzhba Resort: A hotel
From Resorts
16. Panorama of the Drouzhba Resort
From Resorts

Drouzhba was planned to provide a sense of space and freedom. Classical methods were used in solving the architectural problems it presented. This approach offered opportunities of utilizing the natural features to the fullest extent and has provided a solid logical connexion between landscape and architecture. Fig. 16.

Placed in the natural park, at some distance from the shore, the three- and four-storey hotels harmonize perfectly in scale with their surroundings. Against a background of big trees and lush lawns, the buildings do not intrude upon one's vision in size or form, nor do they disturb the general panorama of the complex, viewed from land or sea. From every spot in the park, the views opening up in succession before the tourist's eyes are very varied in their charm, while the buildings add to the beauty of the scene. Therein lies the great charm of Drouzhba! Fig. 14a.

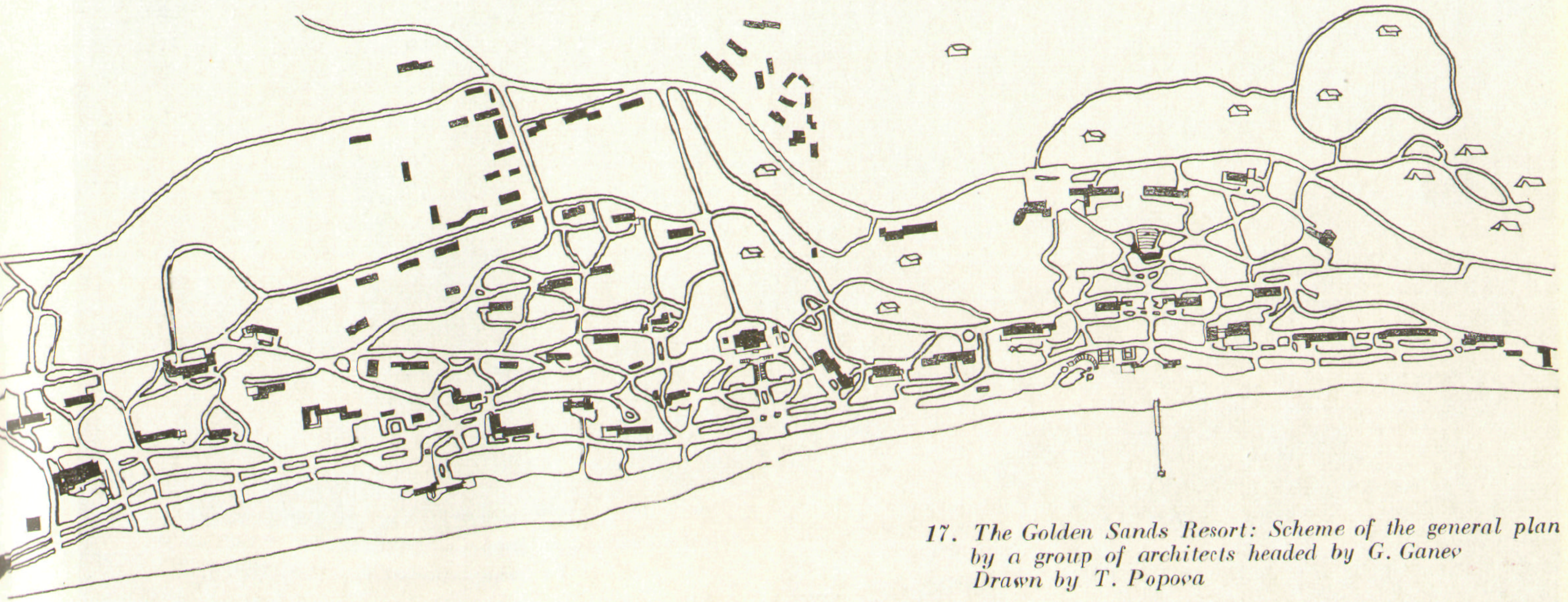
The architectural appearance of these buildings marks two main stages in the development of our creative thinking. The first and principal stage, providing the complete idea of the complex, shows more restraint, with rather more restricted dimensions of the openings and the glass frontage of the hotel rooms, with a greater accumulation of detail in the tectonic processing of the outer walls and of the interior. Here the impulse of inspiration has merged creative youth and knowledge, experience and skill into a most subtle poetic feeling, instinct with the building genius of our own National Revival.

In the second stage the scale has been preserved, the forms are purer, and the lines are straight, the openings bigger and there is more glass frontage, showing a better grasp of the requirements of a seaside resort. The new stage attempts to 'look well from a distance'. Nevertheless, it is only in the case of the Rubin Hotel and of the building of the Union of Scientific Workers that the silhouette is still unconvincing. Moreover, the restricted capacity of the beach zone suggests that construction there should soon come to an end.

In its present aspect the Drouzhba complex is still one of the pearls of the Black Sea and the most attractive site for international tourism in our country.







17. The Golden Sands Resort: Scheme of the general plan by a group of architects headed by G. Ganev Drawn by T. Popova

b. THE GOLDEN SANDS RESORT NEAR VARNA



18. *The Golden Sands Resort: Part of the seaside promenade, sports grounds*
From Resorts
19. *The Golden Sands Resort: Seaside panorama*
From Resorts
20. *The Golden Sands Resort: Panorama of the park*
From Resorts

Secluded in a beautiful forest, a natural amphitheatre of vast size shelters Golden Sands – a charming corner of our country – in the mysterious stillness that surrounds it; it has now become a world renowned international resort.

'The fresh green of trees and lawns, the blue of the sea, the sunny gold of the sand – these are the colours that dazzle the eyes of the thousands who, while they are still there, experience Faust's "divine moment" hundreds and hundreds of times. They do not want it to cease, they want it to be repeated over and over again. And so it will be next year.'[45] Fig. 19.

The creators of the Golden Sands resort were well aware that 'Nature punishes everyone who makes improper use of her riches.' Their activity was, therefore, aimed at preserving, restoring and increasing these natural riches. In one complex, they set themselves all the problems of contemporary architectural and urbanistic creative thought and practice and provided the answers to them; their extremely cautious intervention there eliminated every feature that was not in harmony with the resort's specific character, and added no more than was required to provide a reasonable and rational holiday for a cultured person. Figs. 20 and 21.

The tourist industry's development at Golden Sands covers an area of over 250 hectares, including the beach zone, seventeen kilometres from the centre of Varna. The grounds include several densely wooded hills, their terraced slopes descending through groups of vineyards and orchards to merge into the lowest, almost level terrace, some 100 to 250 m wide, which imperceptibly leads across the beach to the warm waves of the sea. Fig. 18.

In general, the grounds face south. There are some 55 completely finished hotels on them, with 9,776 beds, as well as some 666 wooden bungalows with 1,332 beds – a total of 11,108 beds for the needs of international tourism. Consequently, there are 5.6 beds per quarter of an acre and with the 16,000 beds in perspective, there will be nearly 6.4 persons per quarter of an acre. Furthermore, there are two camping sites in use, 10 re-






АСТОРИЯ







20a. The Golden Sands Resort: The Astoria Hotel
Photo by L. Yarichkov
21. The Golden Sands Resort: Amphitheatrical view
Photo by L. Yarichkov
22. The Golden Sands Resort: Seaside silhouettes
From Resorts
23. The Golden Sands Resort: Hotel Excelsior
From Resorts
24. The Golden Sands Resort: Hotel Metropole
From Resorts
25. The Golden Sands Resort: A fishermen's hut
From Resorts

staurants with a capacity of about 10,000 people per shift, a de luxe casino, gambling rooms, three taverns, built and furnished in the local traditional folk style, many bars, pastry shops, snack stands serving cooling drinks, an open-air theatre, sports grounds, two open-air swimming pools, one of which is with mineral water, etc. Figs. 22 and 20a.

A modern hotel and restaurant has been built, with 440 beds to be used throughout the year, several conference halls, a cinema, an indoor Olympic size swimming pool, a physiotherapeutic complex, etc. Figs. 23 and 24.

Although the urbanists were originally set a task which indicates a certain restricted, insufficiently complete view of the future possibilities of the complex, in connexion with the likelihood that international tourism would develop still further in our country, all this has recenlty been overcome in a masterly fashion and with very good sense, a splendid architectural panorama having been achieved to perfection.

The lay-out and architecture of the projects in the first stage suggest that there had been 'a reorganization of the architectural and theoretical formulations on the development of our architecture,' at the time when the complex was being designed, and that construction took place with 'a limited choice of building materials.'[46] Quite naturally, these conditions led to a not too clear conception of the appearance and character of the resort and of its buildings. In the later stages, however, these shortcomings were resolutely overcome, and a completely harmonized appearance was reached in so far as urbanism and architecture are concerned. Rhythm and contrast were utilized as means of organizing this space or that. At the same time, the individual buildings of the complex 'are a successful combination of functional expediency, technical perfection and great outward attractiveness.' The hotels are so situated as to stress the scenery and make it even more





26. *The Golden Sands Resort: Kosharité, a folk-style restaurant*
From Resorts
27. *The Golden Sands Resort: Kosharité, a folk-style restaurant*
From Resorts

accessible. The ensemble of the Golden Sands resort as a whole is optimistic, modest, simple and clear – all of which are fairly characteristic features of the aesthetic ideals of our socialist society.

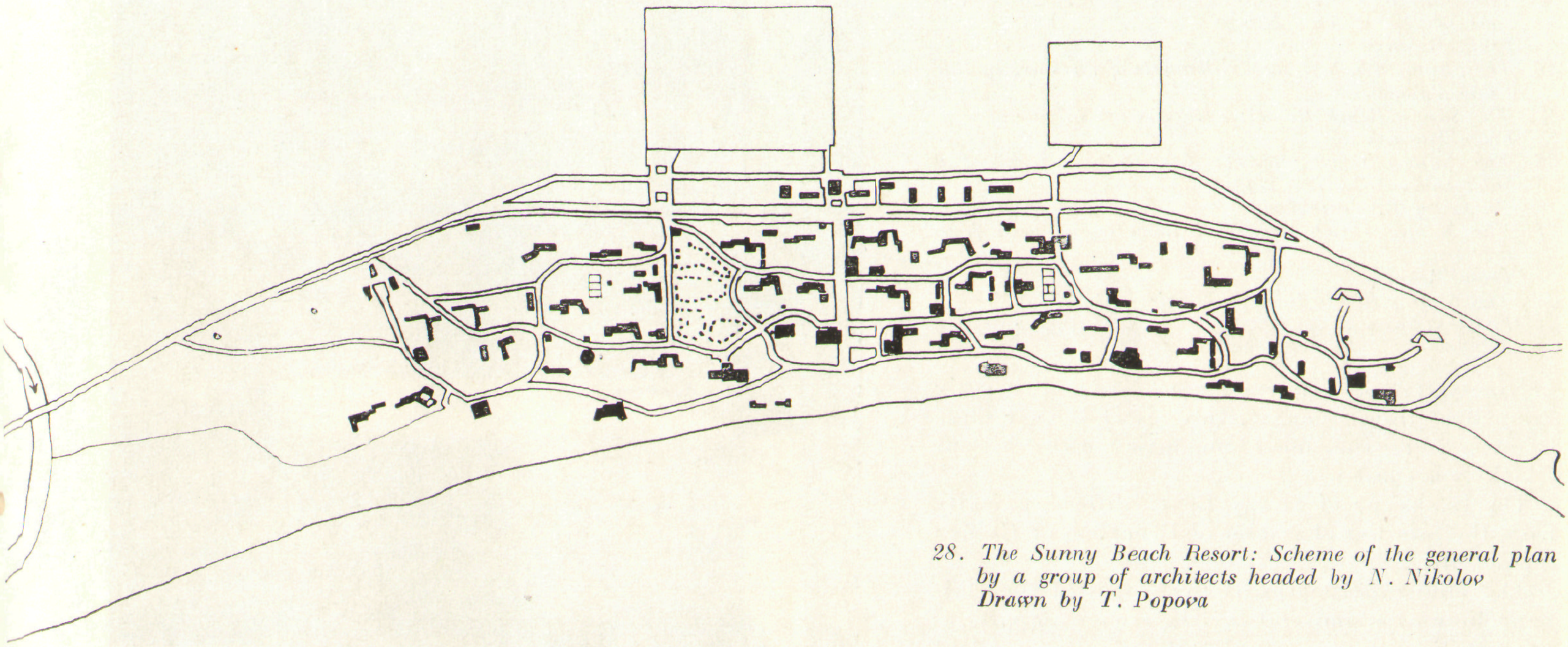
However, a detailed examination of the individual buildings reveals certain shortcomings. For the present, an important 'defect' of this kind is the insufficient number of seats in the restaurants of Golden Sands. This defect stems from the specific conditions of the resort – its proximity to Varna and to many other holiday resorts for the country's population. Many people come *from there on the eve of holidays to overcrowd* the restaurants and places of entertainment.

There is now full awareness of these mistakes, as well as of certain others. The creative activity and the conscience of our designers and builders will not admit a certain businessman's exclamation to ring true; on visiting Golden Sands a year ago, he stated: 'No, you won't be able to preserve the brilliance of this beauty; you will certainly come to the familiar tedium of many of the world-famous resorts.' Figs. 25, 26 and 27.

One may simply reply here that we shall stand firm, in spite of everything, because other social laws are in force in our country, other creative forces are in action; there will always be people of scores of different nationalities gathering 'at Golden Sands from May to October, as if it were a modern Babylon,'[45] to rest and keep fit in a contemporary, civilized environment.







28. The Sunny Beach Resort: Scheme of the general plan by a group of architects headed by N. Nikolov
Drawn by T. Popova

c. SUNNY BEACH RESORT NEAR NESSEBUR

29. *The Sunny Beach Resort: Seaside panorama and view of Nessebur*
From Resorts
30. *The Sunny Beach Resort: Seaside panorama with a view of the Balkan Range*
From Resorts
31. *The Sunny Beach Resort: Silhouette of the Variety Bar*
From Resorts
32. *The Sunny Beach Resort: Photocamera silhouette*
From Resorts
33. *The Sunny Beach Resort: Architectural form of a hotel courtyard, first stage*
Photo by L. Yarichkov
34. *The Sunny Beach Resort: Silhouette, as seen from the sea*
From Resorts
35. *The Sunny Beach Resort: Tourist naturel*
From Resorts

Ninety-five kilometres from Varna, thirty-six kilometres from Bourgas, this resort is very close to Nessebur, the most romantic town on our Black Sea coast.

The landscape of Sunny Beach differs radically from the familiar character of Drouzhba or Golden Sands. Fig. 29.

The landscape begins at the slopes of the Balkan Mountains and ends at the stone ramparts of ancient Messembria. An almost flat plain – about one metre above the sea level – is backed by the sand dunes (three to five metres in height); through the heat dying over them the foam-capped waves of the Black Sea can be seen; it was called Pontus Euxinus by the Greeks. Walking on along the beach, the visitor feels as if he was walking below sea level in his urge to see the silvery crests of the waves. Figs. 30, 34 and 31.

Long disregarded, the potentialities of this place are now being rapidly developed. Less than forty years ago, the grounds of our Sunny Beach were afforested with Canadian poplars without anyone imagining how romantic they would look today. This romantic character was created by the many young designers and builders, united in the creative enthusiasm common to them all Figs. 32, 35 and 37.

Educated in the spirit of the master-builders of the Bulgarian National Revival period, in the first stage of their work, the designers gave, to a considerable extent, an original modern interpretation of the old courtyards of Karlovo, after taking into consideration the special features of the terrain and making successful use of their free spaces. Fig. 38.

Arranged in secluded groups, the not too high hotels (of one, two or three storeys) with the low,



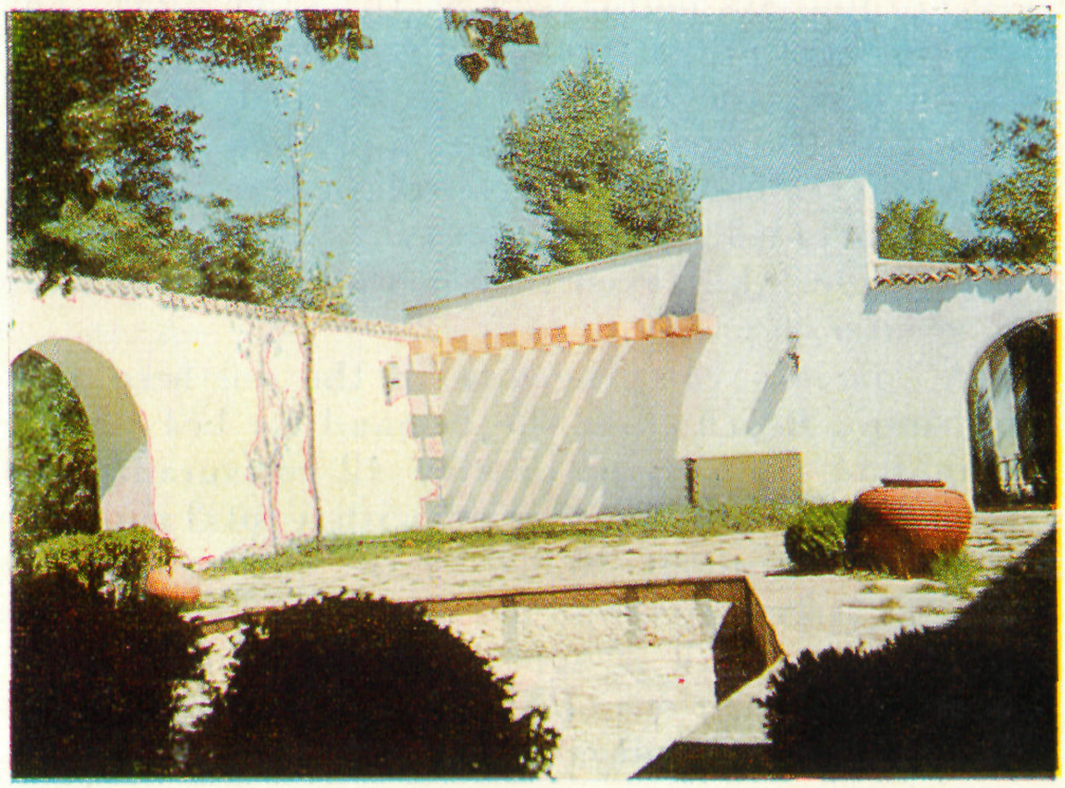


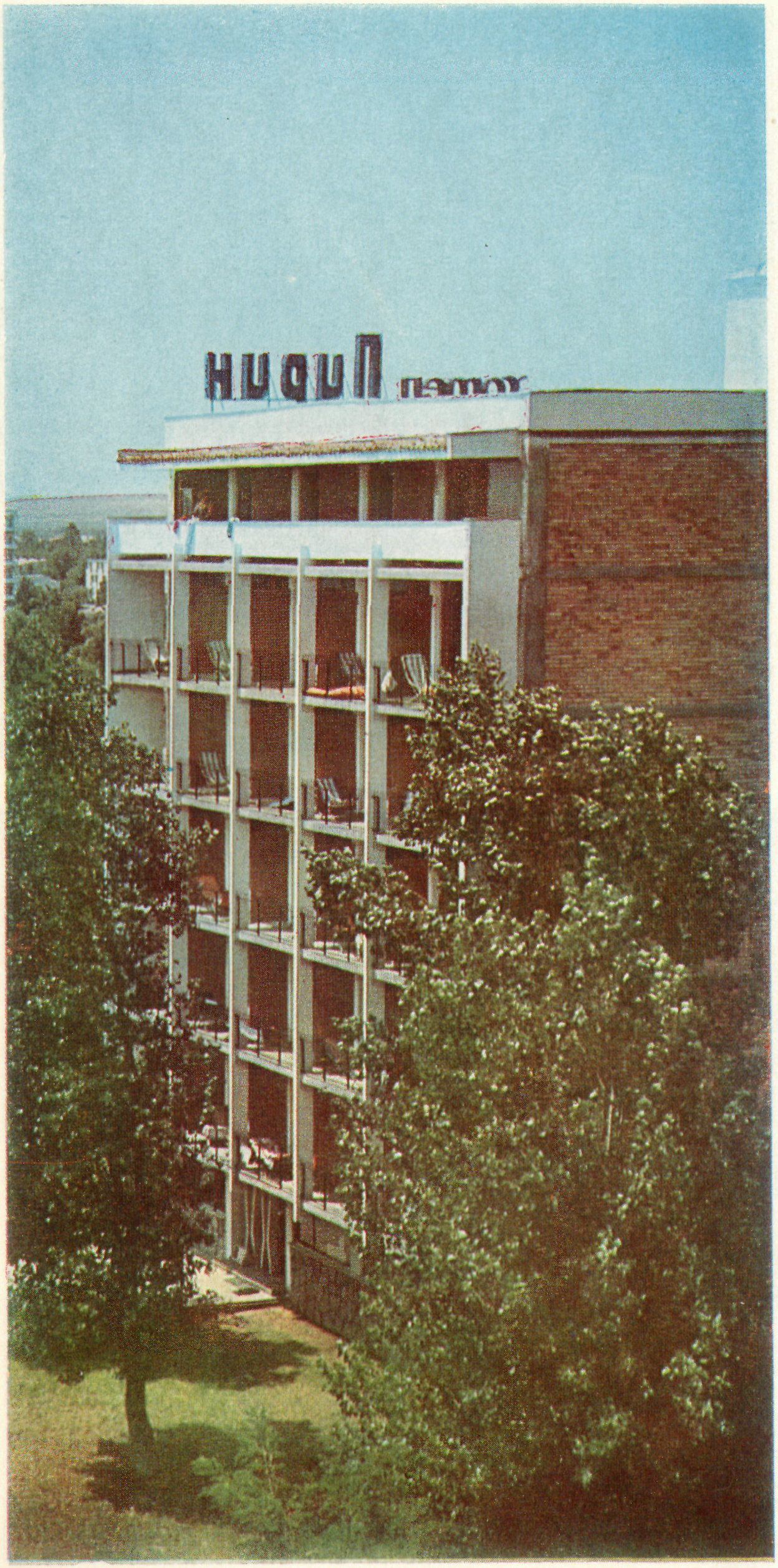












36. The Sunny Beach Resort: Pirin Hotel
From Resorts
37. The Sunny Beach Resort: Peaceful co-existence of nature and architecture
Photo by L. Yarichkov
38. The Sunny Beach Resort: First stage of the construction, typical composition with courtyard
N. Nikolov and L. Stoinova, drawn by T. Popova

white, decorative additional walls between them give an impression of special intimacy and tranquility. Fig. 33.

The concept of the designers was inspired by the creative methods of the constructive genius in the period of our National Revival; it stresses and supplements the romantic character of the site, and creates its specific features in the common gamut of Bulgarian seaside resorts, making tourists feel quite at home, and utterly free in the midst of the lively landscape. Figs. 36 and 39.

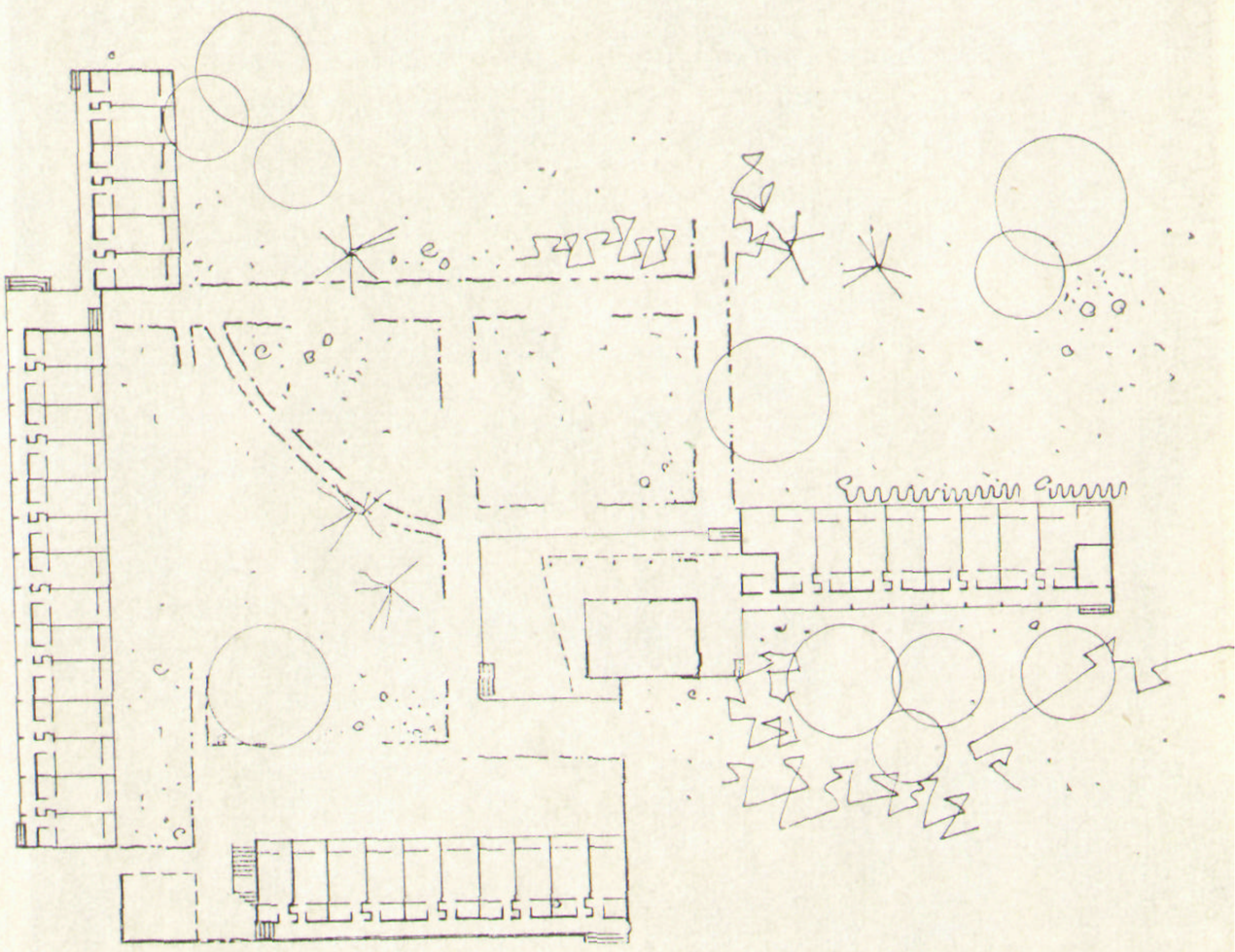
However, the original concept of the construction of Sunny Beach has not been strictly kept to. The unlimited rights of the leader of the group of designers, who was strongly influenced by foreign styles, led to the construction in some parts of the complex of some hotels whose height was far too great, and the ornamentation of whose façades was unrestrained and excessive. The restaurants of Sunny Beach have much too much glass on their frontage, and are far too big; they lack the necessary intimacy and fail to retain their clients for long. Figs. 41 and 40.

The terrain of Sunny Beach covers an area of about 500 ha. Up to the present moment, 55 hotels with 9,117 beds, as well as some 681 wooden cabins and bungalows have been built with 1,656 beds. In one shift, consequently, there can be 10,773 tourists holidaying at the same time. The present area of the resort has four beds per quarter of an acre; the hotels yet to be built will have about 30,000 beds per shift, and then there will be some six beds per quarter of an acre, the beach zone included. Such density is both pleasant and comfortable, even though the beach may have a greater capacity.

A spacious camping site in the northern part of Sunny Beach eases the demand for beds at the height of the season; another 12 restaurants and fine casino have been built, with a total capacity per shift of about 10,000 seats. The restaurants are one storey high and are situated in the resort's front zone, with a superb and unique view of the sea and the town of Nessebur from them. Sunny Beach has a modern variety bar, several folk









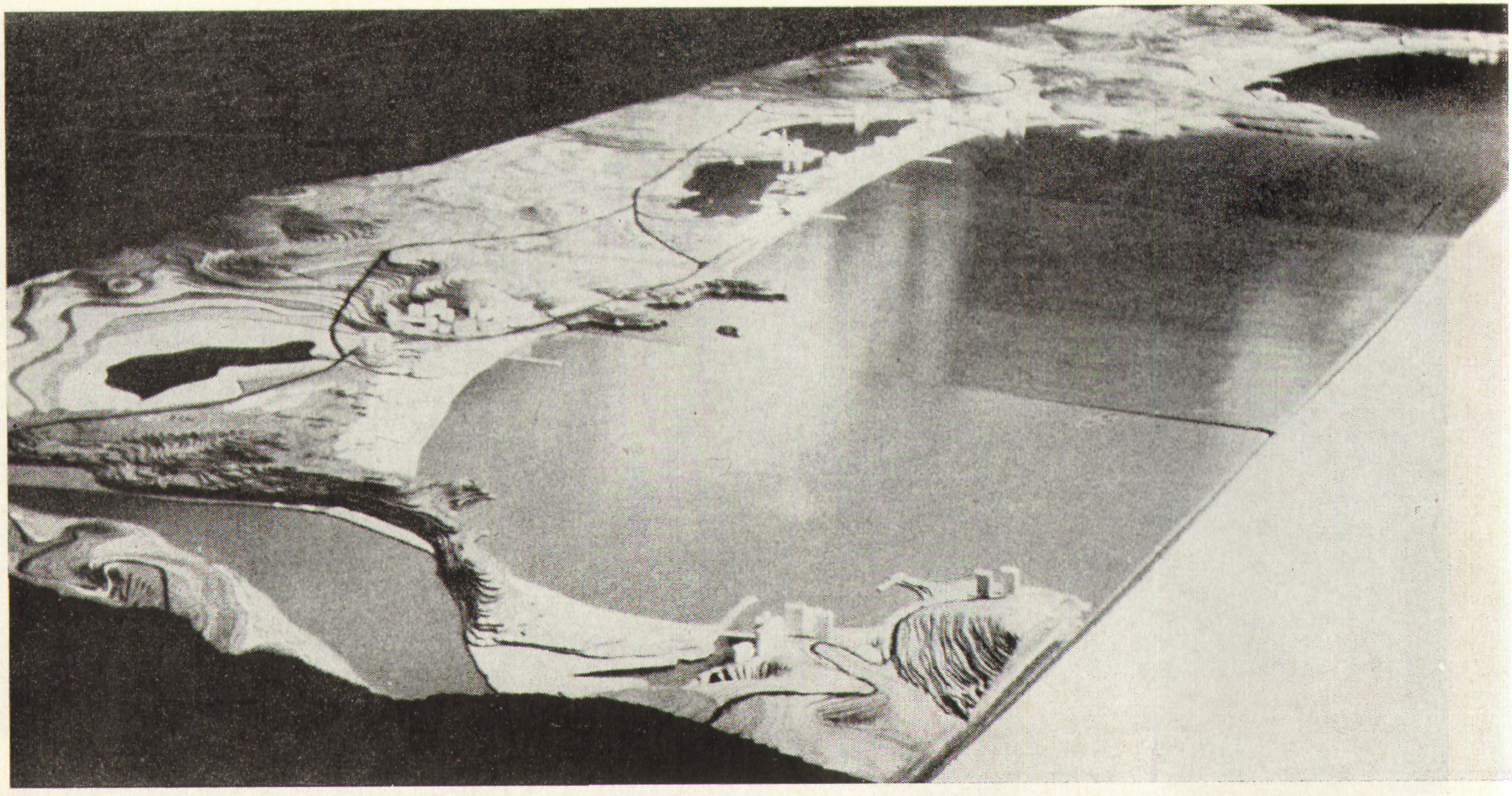


style taverns, pastry shops, snack bars, shops, an open-air theatre, sports grounds, etc., whose present capacity offers excellent services to the tourists.

The programme for the development of the material base of the tourist industry in our country provides for the completion of Sunny Beach, in general lines, by 1970. Up to the present, nearly one third of its prospective capacity and nearly half of its grounds have been developed and improved. In this case, there is every possibility of rapidly eliminating existing shortcomings in building up the resort. With the combined efforts of our entire public and the direct work of all the experts – first and foremost of the designers' group – Sunny Beach, where Nature has so lavishly scattered her riches, will not lose its charm. Under the southern sky, the resort, together with the town of Nessebur, will still powerfully attract tourists from all parts of our planet.

39. *The Sunny Beach Resort: A bungalow under the rustling poplars*
From Resorts
40. *The Sunny Beach Resort: The Pirate Frigate restaurant*
41. *The Sunny Beach Resort: The Pirate Frigate restaurant, interior*
From Resorts





d. THE ROPOTAMO - FROM SOZOPOL TO PRIMORSKO

'And enraptured, the rays set forth
To search for spots unkissed. . .'
D. Debelyanov

The preliminary research is being done, and an integral urbanistic solution is being worked out for the most important economic unit of international tourism on our Black Sea coast, to provide 45,000 to 50,000 new beds per shift. The largest unit of the Bulgarian tourist industry is to be built south of Bourgas, in the area between Sozopol and Primorsko, in exceptionally attractive and typical natural surroundings, along the 33-kilometre stretch of lowlands between the sea and the eastern heights of the Strandja Mountain. It is to be a unit for long holidays in the system of the Central Committee for Tourism, and is to be called the Ropotamo complex, with four principal branches developing within it – Kavatsité, Alepou, Ropotamo and Stamopolo.

On March 1, 1965, taking into consideration our past experience and the lines along which international tourism is developing in our country, the Central Committee for Tourism decided to differentiate the capacity of the new complex into the following categories of tourist sites:

10 per cent in motels, cabins and octtages, with a total of		5,000 beds
of which,	in the cottages	2,000 beds
	in the motels	500 beds
	in the cabins	2,500 beds
90 per cent in hotels, with a total of		45,000 beds
of which,	15 per cent de luxe class with	6,750 beds
	60 per cent first class with	17,000 beds
	25 per cent second class, with	11,250 beds

The decision recorded that this categorization referred to the total number of beds, but that it must not be considered obligatory for the different sub-projects. For the mouth of the River





42. The Ropotamo Resort: From Sozopol to Primorsko. Model of the future new complex by a group of architects headed by L. Petrova
Photo by L. Popova
43. Kavatsité: A motel, by Agoura
From Resorts
44. Stamopolo: The restaurant, by Douhtev
From Resorts



45. *Stamopolo: View of the restaurant, by Douhtev*
From Resorts
46. *Stamopolo: Interior of the restaurant, by Douhtev*
From Resorts
47. *The* Dyavolska Reka *(Devil's River): A folk-style restaurant, by A. Estimova*
From Resorts

Ropotamo in particular, the decision provided for the creation of a higher class complex, with the construction of cottages, totalling 2,000 beds, of de luxe hotels totalling 2,000 beds, and of first class hotels with 2,000 beds, with a view to preserving the extraordinary beauty of the area, which is a national park under the care of the Bulgarian Academy of Sciences.

The site is situated in the midst of a splendid forest, a game preserve with an area of about 8,000 hectares, with the River Ropotamo flowing through the middle of it – a nursery of rare endemic flowers: cacti, sea-wormwood, water lilies, etc. Here, Nature has brought together much diversity and beauty. One is amazed by the mysterious stillness and calm of the river, the majestic forest, the delicate, solitary, snow-white water lilies adorned with brilliant dew-drops, and surrounded by the soft murmur of the rushes, where many of the park's winged inhabitants nest. There is also the sand dune at the mouth of the Ropotamo – the highest in Europe, a remarkable creation of Nature.

Several restaurants, motels and camping sites have already been completed between Sozopol and Primorsko; they began functioning two years ago and have already become places of interest to many Bulgarian and foreign tourists. Figs. 43, 50, 45, 44 and 46.

By 1970, the new hotels to be built in this area will provide about 4,000 more beds. The preliminary work of laying in the water supply and electricity and developing the road network is now in full swing; certain unattractive spots are being afforested, certain worthless swamps are being drained, etc. The principal construction in the area from Sozopol to Primorsko is to be carried out after 1970, when the work at Sunny Beach, Drouzhba and Golden Sands will have been completed in general lines. For the present the trend is to have the initial and more considerable operations carried out at Stamopolo and Ropotamo, where economic results will be more rapidly and more effectively obtained. Figs. 47, 48 and 49.

The development of our seaside resorts has not









48. The Dyavolska Reka, *Interior of the folk-style restaurant, by A. Evtimova*
From Resorts

49. International youth camp at Primorsko, by G. Stoilov
From Resorts

50. Arkoutino: A motel by Genchev
From Resorts

been without its faults and imperfections. Some of them are surmountable, others are not.

The first insurmountable fault. The period of the construction of the complexes up to 1958 inclusive, is characterized by the creation of *hotels of lesser capacity*. Later (till about 1962-1963) the construction of *hotels of 300-450 beds* began – a swing over to the other extreme, obviously under foreign influences. These are the two contrasts, and *they have their inevitable shortcomings*. They are most markedly apparent at Sunny Beach, where hotels with a capacity of up to 100 beds account for 51 per cent of the total number built and commissioned up to 1965 inclusive; the number of hotels with a capacity of 101 to 150 beds accounts for 18.2 per cent; the number of hotels with a capacity of 301 to 350 beds accounts for 3.5 per cent; the number of hotels with a capacity of over 351 beds accounts for 11 per cent; in all, some 83.7 per cent of the total number of hotels have an unfavourable capacity as regards their exploitation.

At Golden Sands, the corresponding percentage of the hotels of unfavourable capacity are 29, 22, 5.5 and 7.4, or a total of 63.9 per cent. In Drouzhba, there are no hotels of a capacity exceeding 301 beds, and the number of hotels with a capacity of under 150 beds accounts for 44.5 per cent of the total number of hotels (Supplement – Table 6).

The second insurmountable fault. The necessary *differentiation of the categories of the restaurant base is lacking*. The mistake of building *large restaurants of the same category* is common to the past construction of nearly all our seaside resorts. *Many of the small hotels lack facilities for serving breakfast*, coffee, tea, etc., corresponding to their category. There are no quick-lunch or quick-dinner establisbments of the type of the automatic snack bars. The *mono-spatial solution of the restaurants and the excessive use of glass on almost all the walls* of the restaurants – very marked at Sunny Beach – *do not create the desired intimacy, nor conditions inducing customers to spend more time* in them. Sunny Beach has *no small, quiet restaurants of a higher class*, and Golden Sands has only a very few of them. *This is a very considerable*

fault. The past construction of seaside resort complexes was somewhat one-sided in character.

First: A certain *centralization* is indispensable in the work on the *primary processing of foodstuffs*, especially of vegetables and other such voluminous raw materials. The decentralization of this activity in the different restaurants now increases the needs for warehouses, engages machines and labour without making full use of their capacity, making it more difficult to do away with refuse, etc.

Second: *the warehouse base* and *the maintenance base* of the available material funds are not sufficiently developed, and this leads to irregular stocking of foodstuffs.

Third: The differentiation of the restaurants can be improved by building, at first, a few *small specialized independent restaurants and automatic snack bars* for non-resident customers.

Fourth: *the system of retail shops* for foodstuffs, other goods, beauty parlours, repairs of clothes and shoes, dry cleaning, ironing, etc., is extremely inadequate. We are now faced with the following task: to see to it that by 1980 income from retail trade reaches the total income from the hotels and restaurants. In 1965, the turnover from retail trade barely came up to 12 per cent of the turnover from the hotels, restaurants and other services: this fact eloquently indicates how markedly underrated this problem is, and how very small the base created for it is.

Fifth: The solution of the problem of *parking cars* and buses for the guests spending a longer time at the resort, or of the non-resident guests, especially on holidays, is totally inadequate. Parking lots should be enlarged if the motorcars are to be better sheltered and serviced.

Sixth: The development of *camping sites* in the areas of the Drouzhba, Golden Sands and Sunny Beach resorts should be restricted to the lowest possible minimum.

Seventh: The *facilities for sea transport, aquatics and underwater sports* are inadequate. These problems have been given very inadequate study, and the construction of the respective facilities is insignificant.

Eighth: *the monumental decorative ornamentation* and the general *artistic lighting* outside of the existing buildings and facilities are inadequate, unsatisfactory. Up to the present, sufficient funds have been allotted to the monumental arts — sculptures, frescoes, ferroplastics, mosaics, ceramics, etc.



B. OUR MOUNTAINS AND THEIR ROLE IN THE DEVELOPMENT OF INTERNATIONAL TOURISM IN OUR COUNTRY



The ancient peoples had no scientific explanation for natural phenomena, and this naturally led them to various mythological conceptions. To them, irresistible natural calamities originated in the fearful and terrible mountains.

In the mythology of the ancient Greeks, Zeus the Thunderer, the immortal father of the gods, resided on Mount Olympus, together with his council of gods and goddesses; because of this, access to the mountain was forbidden to mortals. That is why, even at a much later date, when Dante (1265-1321) succeeded in crossing the Alps and the Apennines, he was nicknamed the 'magician'.

Petrarch, who climbed a peak in Provence on April 26, 1336, wrote of the 'marvelously beautiful view' he saw from the mountain. This letter of his is held to be the first historical document on alpinism.

Leonardo da Vinci (1452-1519), the universally gifted scientist, the world-famous painter of genius and architect of the Italian Renaissance, also made a study of the mountains, carrying out scientific observation and meteorological research in the Alps – a well-known fact. Still, despite the progress of science, it was only in the 16th century that people's fear of the mountains began to fade, and more and more lovers of Nature began to visit them.

As a matter of fact, to the end of the 18th century, climbing mountains was primarily of a contemplative character. But later, in the 19th century, they became accessible to people, at first only as sites for a prolonged climatic summer holiday, with tourists' excursions cautiously undertaken later on. Finally, mountains became objectives of hiking and climbing, or winter sports and holiday all the year round.

The ancient peoples were also familiar with the Bulgarian mountains. Preserved down the centuries, to this day legends tell of the beautiful Rhodope, wife of the Thracian King Haemus. Absorbed in their great love for each other, these young people forgot their mortal origin and began to call each other by the names of Zeus and Hera. Infuriated at this audacity, the immortal Thunderer turned them into two mountains. For ever separated by the Thracian lowlands, the two wonderfully beautiful mountains could only incline their snow-capped peaks at each other.

Greek mythology also tells us of the god Orpheus, the poet and singer, who is said to have lived in our Rhodope Mountains. His songs were so enchanting that people and animals listened to them in rapture and not only they, but the rocks, too, while the rivers stopped flowing.

It is known that big mountains always greatly attracted the Greek and Roman writers. There are documents which prove that the Bulgarian mountains were known to the Greeks as far back as the 8th and 7th centuries B. C. The ancient name of the Balkan Range, the Haemus, is derived from the ancient Hindo word 'hima', signifying snow, or snowy mountain. It was for that reason perhaps that Calimax (3rd century B. C.) described the Haemus as the home of all cold winds. Thucydides (5th century B. C.) held the Dunax (Rila Mountains) to be 'great and vast'. Some linguists believe that this pre-Thracian name of the Rila Mountains meant 'abundance of water'. It is further believed that the Macedonian King Philippo V had climbed some of the higher peaks of the Rila Mountains in 181 B. C. Ivan Rilski (941), who adopted the austere life of an anchorite, called this mountain 'the great wilderness of Rila, fearful and impassable'.

Contrary to all the opinions of them in civilized Europe, the legendary Balkan Range was 'the sheltering mother' of the Bulgarian people throughout the many centuries of bondage they suffered: Byzantine rule (1018–1187) and Ottoman rule (1396–1878). Especially in the period of Ottoman rule, our mountains frequently had their forests destroyed by fierce fires or savage felling, which was primarily intended to do away with all resistance and break the sound morale of the population.

The Bulgarian mountains are associated with the destinies of the Bulgarian people and their faith in their future; this is why the people have dedicated their most rapturous songs and their most marvellous tales to them. The Hymn of the Bulgarian Resistance, unsurpassed in colour and artistic worth, was also composed for the Balkan Mountains:

> Evening approaches and the moon rises,
> Stars bespangle the vault of the sky;

The forest rustles, a wind awakens —
The Balkan Mountains sing their rebel song!

Konstantin Fotinov (1790-1858) wrote in his *Abridged Description of the Entire World*, published in Smyrna in 1843: 'There are 12 monasteries in the lovely country around Sofia. Mount Vitosha, famed for its variety of very valuable ores, is about two or three hours walking distance from it.' The first known travel book about Mount Vitosha was written by a French traveller. He came to Bulgaria in 1857 and wrote of his ascension of the mountain: '. . . however, my road became extremely difficult, especially when I came to a river of rocks, which looked like a real torrent of boulders flowing down the mountain. I went leaping from boulder to boulder for half an hour before I reached the rim of the plateau. And there, exhausted, enchanted, I swept my eyes over the magnificent plain of Sofia.'

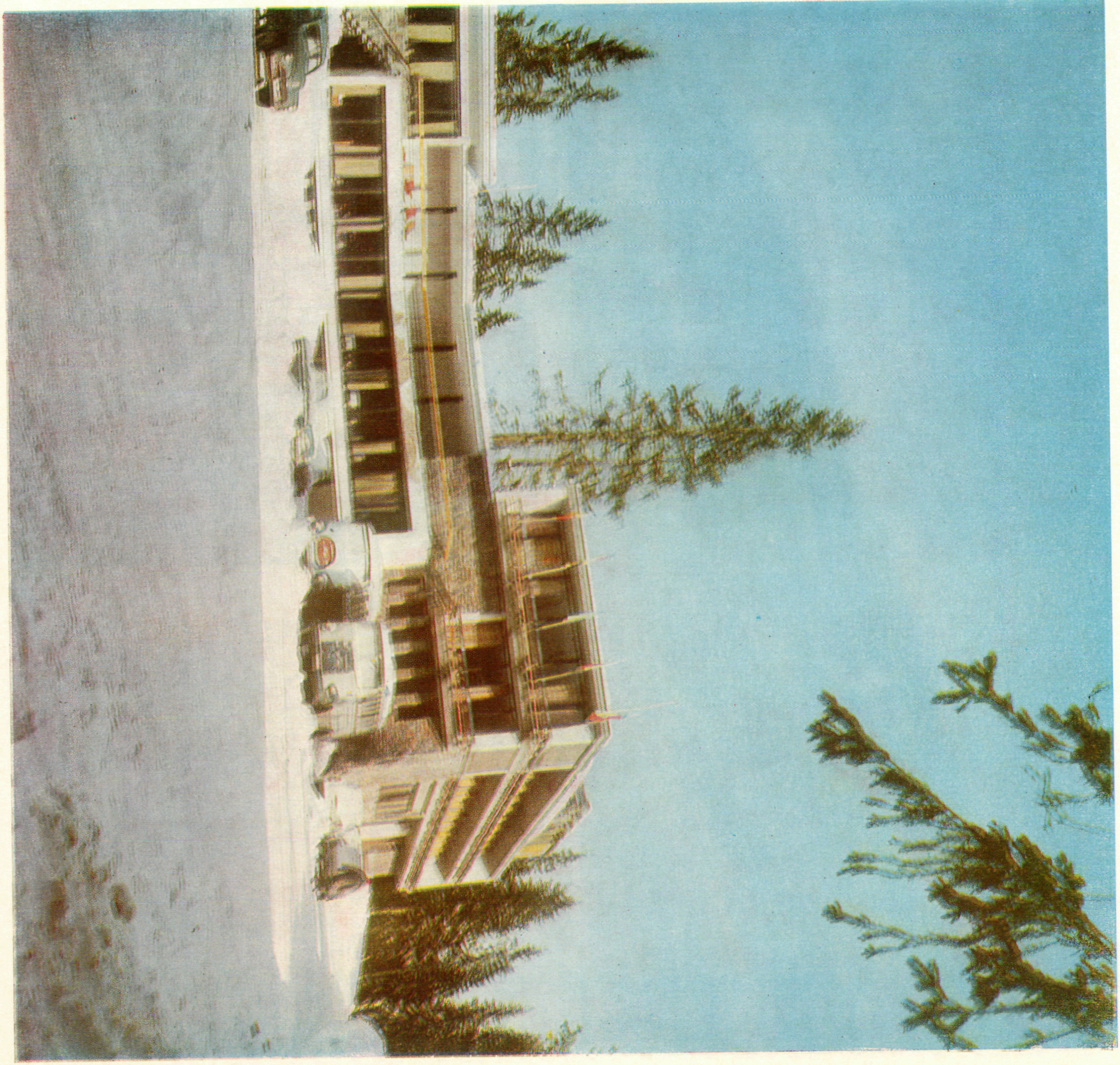
There is an interesting fact in the *Short Autobiography of Sava Dobroplodni*, published in 1893 in Sofia. Sava Dobroplodni and ten of his pupils, Vassil Droumev being one of them, had organized an excursion from Shoumen to Preslav in 1857. Near the village of Osmar, they came upon 'a small church or monastic cells in the rocks' which were not easily accessible. Using a rope, Sava Dobroplodni climbed up to that spot with great effort. It is proper to consider this ascent as the first feat of mountaineering in our country.

At present, the Bulgarian mountains are visited by a great many people on short or long holidays, as well as by the hikers and alpinists; an extensive network of chalets and facilities is being built in them, as well as a large base of sound high-altitude sports facilities.

By 1980, the Central Committee for Tourism will have built a number of hotels and other amenities in the Rhodope and Rila Mountains, on Mount Vitosha and in the Balkan Range, which will daily receive about 15,000 guests. It is easy to understand why in the past the mountain tourist and hikers' industry was underrated. The very limited number of beds in Borovets, Pamporovo and at Mount Stoletov cannot be considered as sufficient for the growing demand. This conclusion made it necessary to take steps for the extensive planning and creation of amenities in the mountains for tourists, hikers, climbers and winter sports. Efforts are simultaneously being made to have new hotels built in the mountains which, by 1970, are to provide long holidays for approximately 2,000 persons per shift.

a. THE PAMPOROVO RESORT IN THE RHODOPE MOUNTAINS

51. The Pamporovo Resort: Orpheus Hotel by V. Vassilev Photo by L. Popova



The Rhodope Mountains – Orpheus's domain – have always attracted people with their beauty. The Pamporovo resort is situated at about 1,650 m above sea level in the centre of the mountains, in the midst of a 'frozen sea', on a spacious, undulating and hilly plateau, with its many alpine meadows surrounded by an old pine forest. Fig.55.

A convenient first-class highway leads from Plovdiv to the resort, passing through Assenovgrad, near the historical monuments Assenova Krepost and the Bachkovo Monastery, through the Narechen spa, and on from Pamporovo through Rozhen, Oustovo, Raikovo to Smolyan. Fig.56.

Winter is mild and sunny in Pamporovo, with a thick blanket of snow. The latter lingers for a long time and provides excellent conditions for skiing. The resort's main curative factor is its markedly differentiated mountain climate.

It is also possible there to take natural sun and air baths.

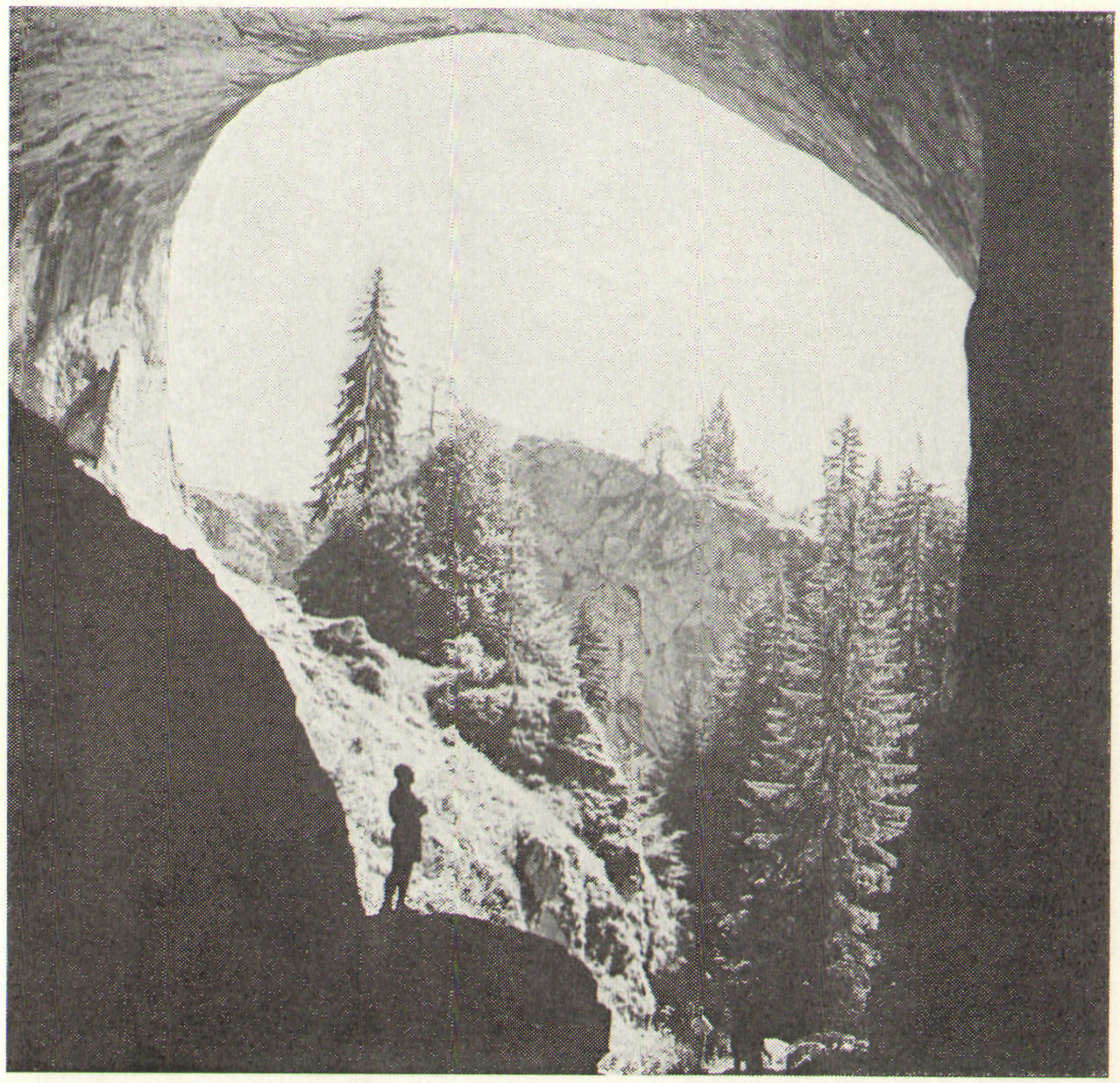
The Central Council of Trade Unions, the Bulgarian Hikers' Union and a number of other departments and organizations have their well-developed centres within the area of this resort. The Central Committee for Tourism has so far built two new hotels with restaurants and a total of 350 beds per shift. A third hotel with 200 beds is being built, while another three hotels with 200 beds each are to be built by 1970. It has been agreed to have a centre of international tourism created there, for about 1,200 persons per shift. That centre may be enlarged in the future, should the need arise. Figs. 57 and 58.

Convenient ski tracks have been made in Pamporovo; there is already a small rope line of the hauler type in operation towards the ski training grounds near the first hotel of the Central Committee for Tourism; a rope line with seats is being constructed from the resort's centre to the track on Mt Snezhanka (1926 m), which is to be continued to the Smolyan Lakes and to the town of Smolyan; the building of appropriate sports facilities is planned: toboggan runs, ice hockey rinks, skating rinks, etc.; for the summer holiday-makers there are tennis courts and other sports facilities.

It should be noted that the nature of the terrain, which is quite broken by valleys and glens, greatly hinders the creation of unity in the ensemble when the complex is planned and laid out. In this case, the hotel and restaurant buildings are correctly placed in the mountain setting, without any intentional connexions. This is pre-

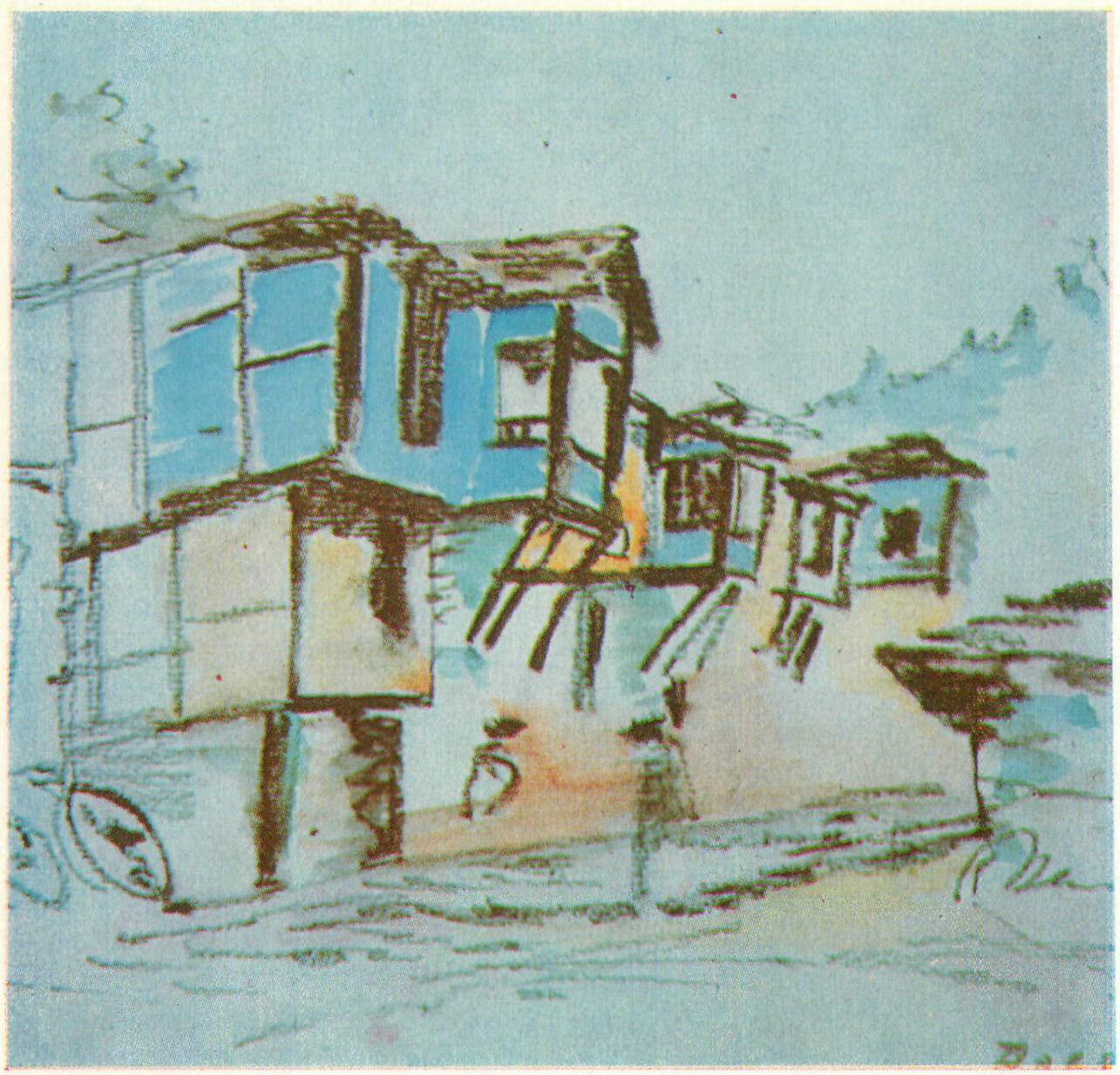






52. *The Pamporovo Resort in the Rhodope Mountains: Snow and flowers*
D.F.A., Sofia
53. *Architectural sketch of the Bachkovo Monastery, by N. Nenov*
54. *The Marvelous Bridges in the Rhodope Mountains, near the Pamporovo Resort*
D. F. A., Sofia





cisely what creates the typical charm of Pamporovo's lay-out. The buildings seem to rise spontaneously before the tourists, who eagerly breathe the scent of pine and of the varied flowers in the boundless meadows of the mountains. This is the right kind of solution, although it may lead to greater expenditure, and to more expensive maintenance and servicing of the tourist sites.

So far, the architectural, volumetric, planning and detailed designing of the projects is aimed at keeping and preserving the tectonic traditions and schemes of the local Bulgarian houses in the Rhodope Mountains.

There is, however, the unpleasant and annoying fact, that certain civil engineering and town-planning undertakings: roads, avenues, etc., grossly disfigure the resort's landscape. It is absolutely imperative further to plan and beautify the land: filling up with earth the cracks in the rocks, planting creeping plants, flowers, etc., in order to reduce to a minimum their present unsightly appearance.

Pamporovo is near a national architectural preserve, very characteristic in appearance, which includes Smolyan, Raikovo and Shiroka Lucka. Fig. 56.

In the splendid panorama of the Rhodope Mountains, in addition to the varied plant life (Fig. 57), there are the picturesque and original freaks of nature – the Wonderful Bridges (Fig. 54), the impressive Trigrad Gorge, and many other places of interest to tourists and hikers. These surroundings are extremely attractive for their original beauty – a guarantee for the rapid and all-round development of Pamporovo as a mountain centre of international importance.





55. *The Pamporovo Resort: Orpheus Hotel, by V. Vassilev Photo by L. Popova*
56. *Architecture in the Rhodope Mountains, sketch by N. Nenova*
57. *Architectural composition in the Rhodope Mountains, sketch by S. Stanev*

b. THE HIGH-ALTITUDE RILA SPORTS COMPLEX

Painters and poets may strive as they will to find the delicate colours or subtle rhymes that will express to the full the charm and beauty of the Rila Mountains, they will never be able to grasp their every mood and the extraordinary variety of its landscape. It was no mere chance that led the Austrian alpinist Bruno von Wattenwahl to write with rapture more than 80 years ago: 'The Rila Mountains are a paradise for hikers!'

The Rila Mountains are our highest range, unrivalled in the Balkan Peninsula. Their average height above sea level is 1,487 m. Mount Moussala rises to a height of 2,925 m; the Rila Mountains are the Bulgarian Alps. There are more than 90 peaks in it rising to over 2,000 m above sea level, and a great number of deep (1 to 30 m) crystal-clear corrie lakes situated at heights varying from 2,100 to 2,400 m above sea level, broad alpine pastures and vast pine forests, which are of exceptional interest to hikers and tourists alike. Fig. 58.

The Maritsa Lakes National Park in the Rila Mountains is one of the richest preserves of chamois in Bulgaria. Separeva Banya, with the hottest mineral spring in Europe (100° C) is situated in the foothills of the mountains, and so are a number of other well-known balneological resorts — Momin Prohod, Kostenets, Dolna Banya, Pchelin, Belchin, etc. The Rila Monastery, well-known for its great architectural beauty — the country's most precious cultural relic is secluded in the depths of these mountains at a height of 1,147 m above sea level. Figs 59, 60 and 64.

Temperatures at Mount Moussala average 11° C below zero in January ; temperatures in July average +5° C ; the average annual temperatures are 3° below zero.

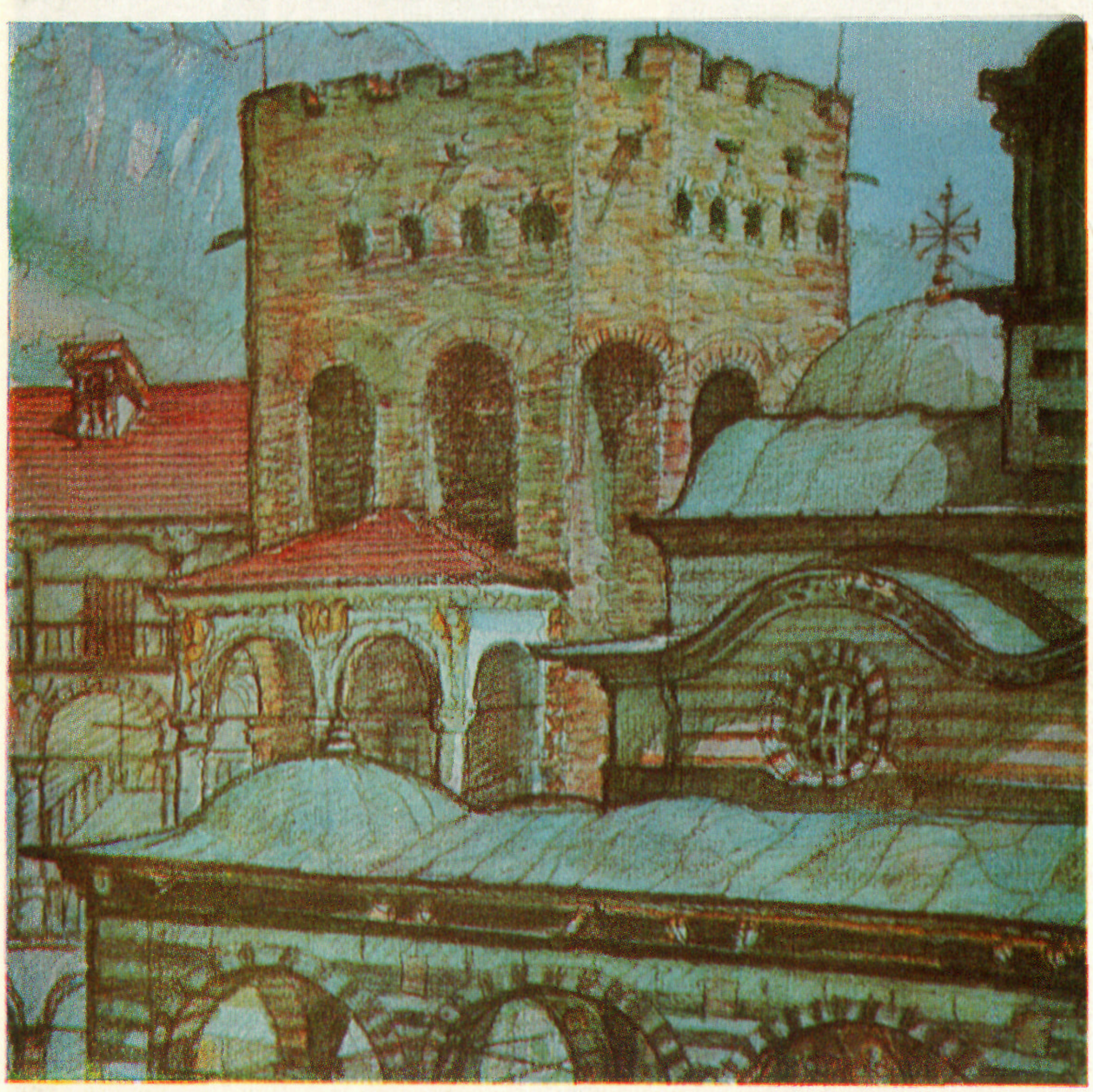
Sofia, the capital of Bulgaria, is the most important starting point for the Rila Mountains. A convenient, first-class highway links Sofia and the Rila Mountains. The highway passes through the north-eastern part of the mountain and runs through Kostenets to Pazardjik and Plovdiv. The high-altitude Rila sports complex is bordered on all sides by interconnected highways which form a common road system, linking the towns of Samokov, Stanké Dimitrov, Blagoevgrad, Razlog, Velingrad, Kostenets and a great number of picturesque villages at the foot of the mountains, all of them being the tourists' main starting points towards this range.

In a study of the highways, it was assumed that 70 per cent of the visitors would start from

58. The Rila Mountains: View of Mt Malyovitsa from Mecha Polyana Photo by Mironski







Sofia for the Rila Mountains; 20 per cent, from Plovdiv, while the remaining visitors would head for the mountains from the Blagoevgrad and Stanké Dimitrov regions. The highway ring encircling the mountain is the base, from which visitors can reach the differentiated bases for long holidays along the river valleys in a radial direction towards the high part of the mountains. From then onward, there are mountain roads, paths and passenger rope lines connecting all the sports sites, establishments for short holidays, etc.

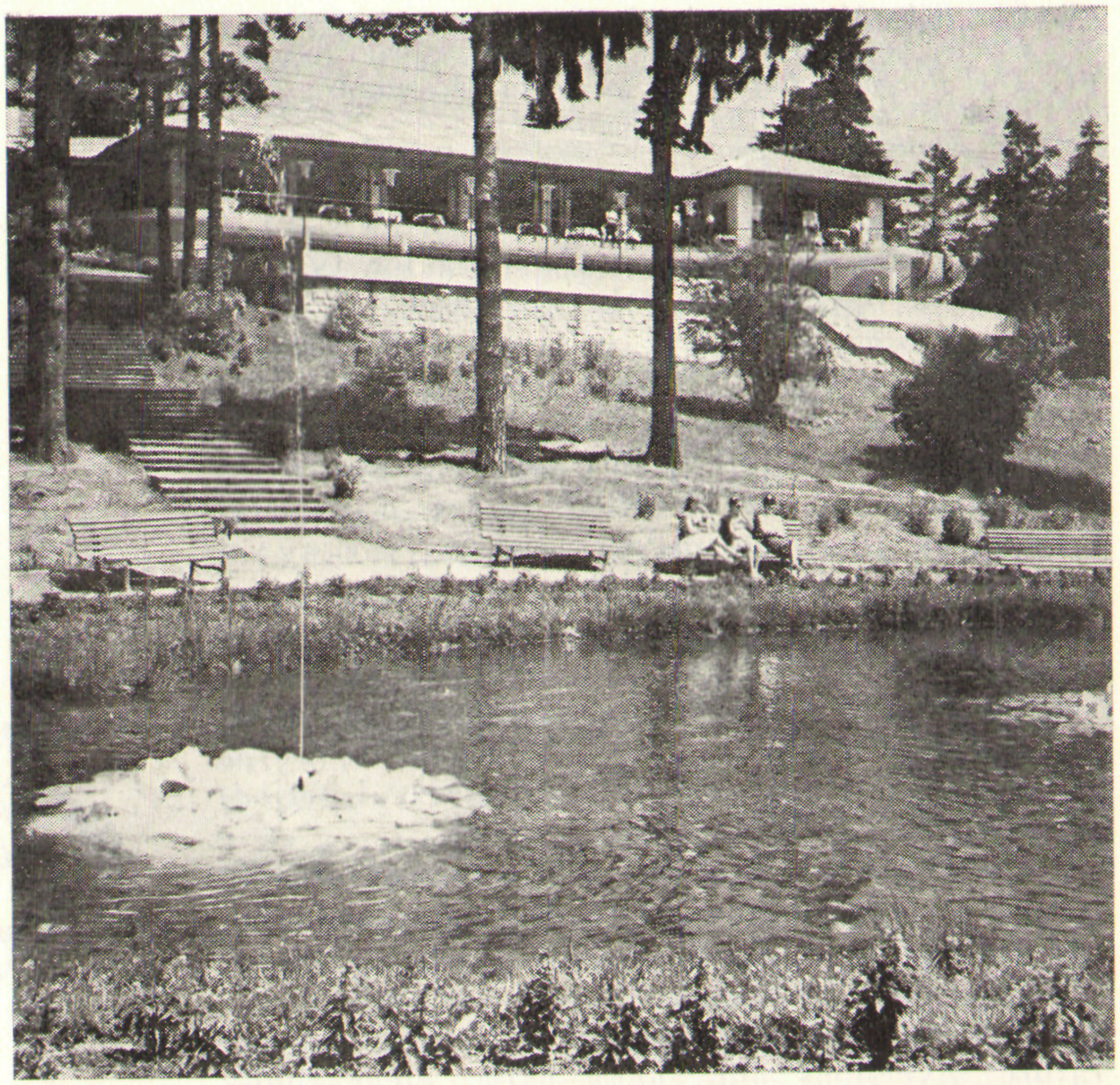
59. The Rila Mountains: Architectural sketch of the Rila Monastery, by N. Nenova
60. The Rila Mountains: Architectural sketch of the Rila Monastery (Hrelyo's Tower), by N. Nenova
61. The Borovets Resort in the Rila Mountains: View of the hotel, by S. Rangelov
Photo by L. Yarichkov
62. The Borovets Resort in the Rila Mountains: View of a villa
D. F. A., Sofia

As regards capacity, the potential of the Rila high-altitude sports tourist complex is enormous. Many organizations and departments will be constructing their tourist centres there. According to preliminary estimates, the servicing of the complex will require the improvement of 175 km of roads and the construction of 25 km of new ones, the construction of 14 passenger rope lines of various types (cabin type, seat type, hauler type, etc.) with a total length of about 25 km, the construction of many shelters, huts, etc.

The detailed projects of the Central Committee for Tourism lead to the conclusion that as a sports and climatic centre, the Rila complex should become the main unit of our mountain centre for long holidays in the sphere of international tourism. On the basis of the existing natural elements and tourist traditions, it is thought expedient and possible to create by 1980 a bed fund for 7,000 persons per shift there, for the requirements of international tourism. In addition to the present Borovets site, the principal units might well be established in the region of the village of Govedartsi, at the spot known as Zekiritsa, along the valley of the River Malyovitsa, around the Rila Monastery, and in some other places. The above construction grounds allow a more compact differentiated planning. This will also permit the more profitable use of planning expenditure for the construction of the necessary amenities and for their maintenance.

Of the localities to be developed by the Central Committee for Tourism, detailed plans have only been made for Borovets and the Rila Monastery. Borovets lies at an average altitude of about 1,350 m above sea level. A bed fund for about 800–1,000 persons will be created in it for the requirements of international tourism – in hotels with an average capacity of 200 beds. At present, there are two new hotels, one with 167 beds, the other with 200 beds in service (Figs. 61 and 64). In addition, there is a large trade union and department centre for long holidays in Borovets, while the centre of the International High-Altitude Alpine School is being built at the foot of Mount Malyovitsa.

From the point of view of planning, Pessako, the centre of Borovets, is the only place that is more compactly built up; the remaining buildings are scattered about freely, and they are mostly of the cottage or chalet type; each house has its own individual appearance standing in





63. *The Rila Monastery in the Rila Mountains, plan.*
Drawn by T. Popova
64. *The Borovets Resort in the Rila Mountains: Floor plan of the hotel, by S. Rangelov*
Drawn by T. Popova

this old pine forest. There is a hauler type of ski lift in operation at the ski track. A cabin type passenger rope line is shortly to be built to Mt Yastrebets (2,375 m), from which the region of Mt Moussala is easily accessible.

So far, the buildings in Borovets have never been architecturally unified under a general conception. Various people with a variety of tastes and varying financial means put up their houses at different times, leaving the heritage of an architectural mixture, going from the Tyrolean type of chalet to the mountain cabin whose architectural appearance is somewhat similar to the houses of the Bulgarian National Revival period. Fig. 62.

It is the ambition of the new approved plan to introduce order in the future construction and in the architectural development of the resort.

The summer in Borovets is cool and refreshing, the winter is not too cold, with frequent temperature inversions and many calm, clear sunny days, and the snow cover lingers on for a long time. Due to the dense forest, there is not much wind – the average annual velocity of winds is about 1.5 m per second.

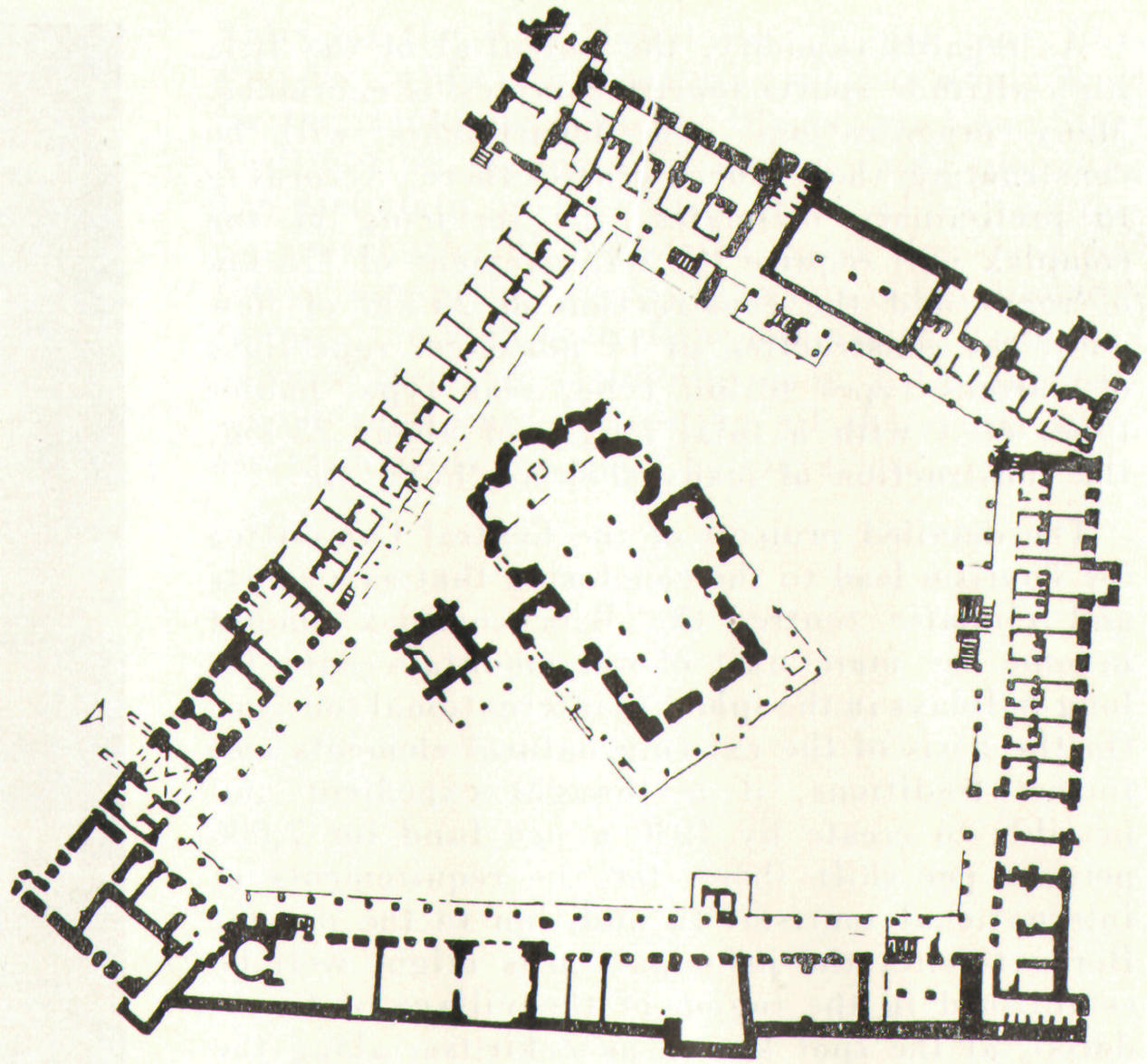
In addition to the various kinds of sports practised in the Rila Mountains and in Borovets in particular, good medical control permits the successful treatment of people suffering from chronic catarrh in the upper respiratory tracts, caused by harmful professional conditions or everyday life, of patients with recently contracted broncial asthma, particularly in young people and children, and of people suffering from light forms of neurosis, thyreotoxicosis, etc.

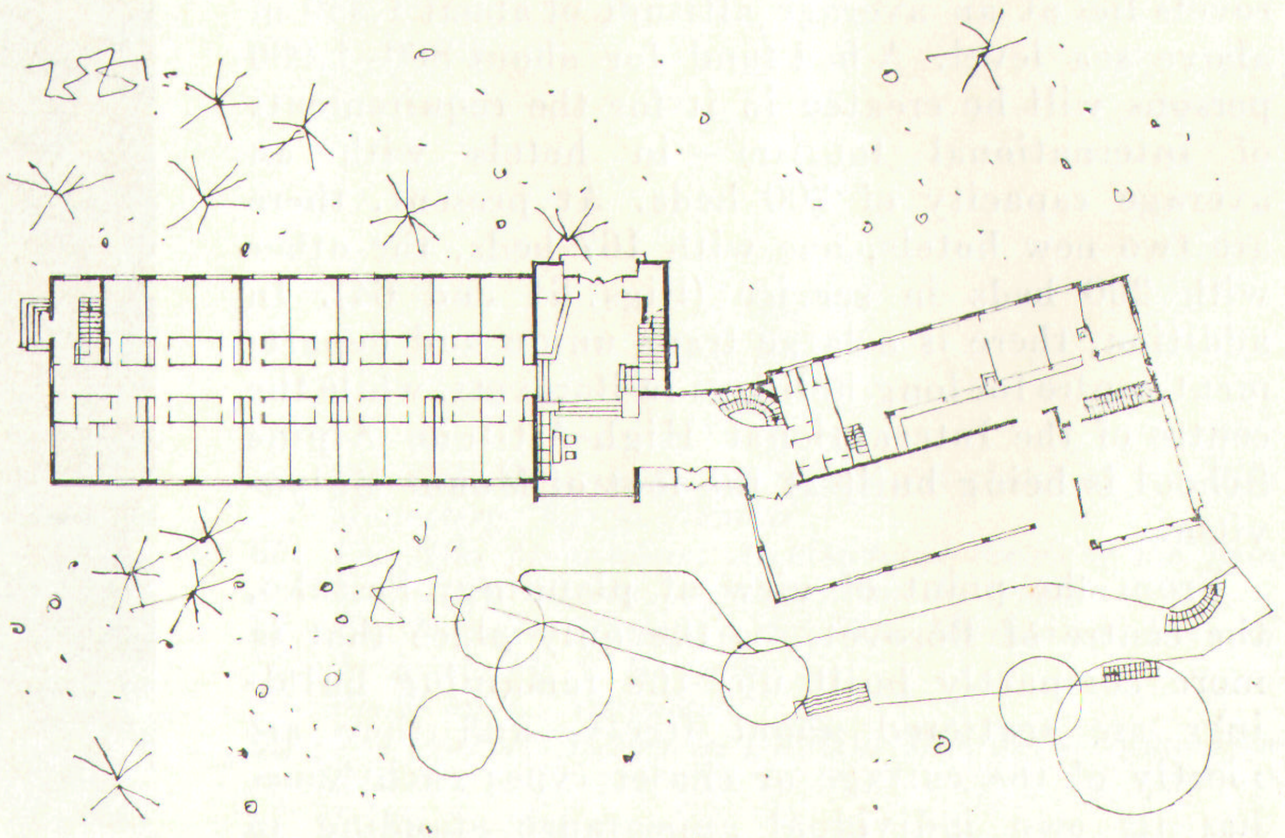
The Rila high-altitude sports complex is yet to reveal its charms to Bulgarian and foreign lovers of hiking and alpine sports; while restoring their health, they will be able to see how

> ‘ The eagles soar up over Ourdina River,
> and their shadows float on the lakes,

or how

> ‘ The skies are reflected in the river,
> and so are the sharp crags of the cliffs.’
>
> *Lamar*





c. THE ALEKO HIGH-ALTITUDE SPORTS COMPLEX ON MOUNT VITOSHA

The Aleko complex on Mount Vitosha, at about 1,800 m above sea level, is our country's third mountain hiking site, but it does not rank third in importance as regards the international tourist industry. Mount Vitosha is the 'lung' of Sofia, and is a national park; every visitor to the capital of Bulgaria is attracted by its beauty. In addition to its rich botanical variety and the astonishing beauty of its moraines – the rivers of boulders (Fig. 66), Mount Vitosha, and the Aleko region in particular, are famous for the excellent conditions they offer for the holding of international ski competitions.

In the winter months, the snow-fall at Aleko is nearly three times as heavy as that in Sofia, and consequently the snow there is very deep. In the Aleko region, only July has no frosty days. The average annual temperature at Aleko (3.3°C) is only one third of the average annual temperature in Sofia (10°C)

As a national park, Mount Vitosha is primarily organized as a place for short holidays for the inhabitants of Sofia. A considerable amount of development has been accomplished there: roads, walks, cabin-type and seat-type rope lines for the tourists, electricity, telephones, etc., whatever is required for the rapid access of large numbers of people to the places most popular with hikers.

Two well maintained highways link Sofia with the most picturesque spots on Mount Vitosha. The task has been set to have a survey made in the next few years of the routing of a panoramic road from Aleko to Mt Boeritsa across the plateau, to include the finest sectors of the mountain and to make them even more accessible.

There is a completed cabin-type passenger rope line from Knyazhevo to the Kopito, from where one has a marvellous view of Sofia. There is a fine hotel and restaurant belonging to the tourist industry at the Kopito. Figs. 67 and 71.

A seat-type tourist rope line has been built between the village of Dragalevtsi and Bai Krustyo*'s Shelter. The construction of ist second stage – from Bai Krustyo's Shelter to Goli Vruh – was begun in 1965, and will bring hikers to the height of the Aleko complex; a seat-type rope line has been in operation for a number of years, carrying skiers to the Aleko ski track; designs

* So called after Bai (Brother) Krustyo, for many years in charge of the Aleko Hikers' Chalet. When he retired, built the shelter himself practically unaided and made the fountain next to it. He lived there to the end of his days, a popular figure with all hikers.

ЧУПЕТЛОВО

ЖЕЛЕЗНИЦА

Бистришки резерват

Метеорологическа станция

Снежната пресека

Терзийски дол

Почивен дом БИБ

Водопада

ГЪР КАМАРА

Дервишка бачия

Хижа АЛЕКО

Хижа УДАРНИК

Хижа СЪЛЗИЦА

Горски дом БРЕЗОВИЦА

Д. БЛАГОЕВ

ШУМАКО

Почивен дом ВЕРТИНА

Почивен дом ГЛОЧИТЕ

БАЙ КРЪСТЬО

УШИТЕ

СИМЕОНОВО

ДРАГАЛЕВЦИ

БИСТРИЦА

Хижа ТИНТЯВА

Хижа РОДИНА

Хижа СРЕДЕЦ

х. МОМИНА СКАЛА

Хижа КАМЕН ДЕЛ

Хижа БОЕРИЦА

Хижа МАЛЧИКА

Хижа ПЛАНИНЕЦ

х. МАЛИНКА

х. АРТИСТИТЕ

х. РАДИО СОФИЯ

х. МУЗИКОЛОЗИТЕ

ФОНФОН

ЗЛАТНИ МОСТОВЕ

ГЕОЛОЖКИ ПРОУЧВАНИЯ

х. БЕЛИТЕ БРЕЗИ

ПРОФСЪЮЗНИ ВИЛИ

МИНСТРОЙ

КАРПУЗОВ ЗАЛОГ

Горски дом РАКОВЕЦ

КНЯЖЕВО

Хижа ЕДЕЛВАЙС

Хижа ОТРИЦА (БРОКОТ)

ТРИ КЛАДЕНЦИ

Накея камък

КЛАДНИЦА

Хижа СЕЛИМИЦА

РУДАРСКА МАХАЛА

ИЪРЧАЕВО

РАЙКО ДАЖИНОВО (ВЛАДАЯ)

СОФИЯ

Ю

С

ЛЕГЕНДА

- Автомобилен път
- Коларски път
- Главна алея
- Второстепенна алея
- Проектиран път
- Граница на парка
- Лифт
- Хижа
- Почивна станция
- Туристически заслон
- Горски дом
- Подкрепителен пункт и др.
- Манастир
- Каменна река
- Връх
- Вода за пиене
- Вододайна зона
- Резерват

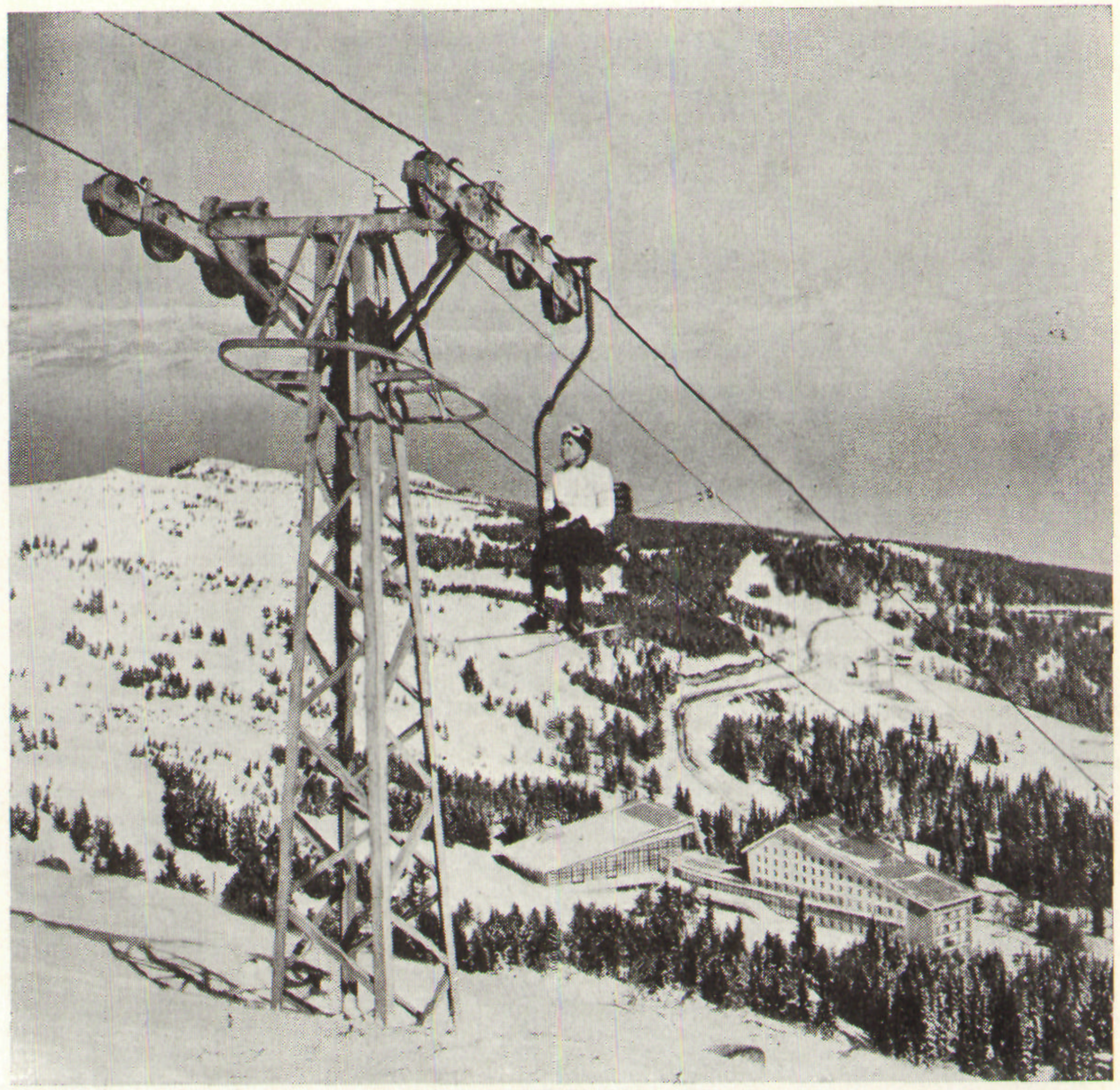
have been completed for another four rope lines of various types, to carry passengers and service the tracks, and their construction is imminent; the first is to be from the Romanski Shelter to Mt Reznyové; the second, from the newly-built hotel of the Central Committee for Tourism to the Wall, for ski training; the third, from the village of Boyana to Bor Chalet; the fourth, from Boyana to the Vetrovala ski track in the area of Golden Bridges. Fig. 69.

There are many holiday houses and cottages on Mount Vitosha for long or short holidays. Fig. 70.

A number of new places of amusement and entertainment are yet to be built, with extreme care for the preservation of the national parks. Fig. 71.

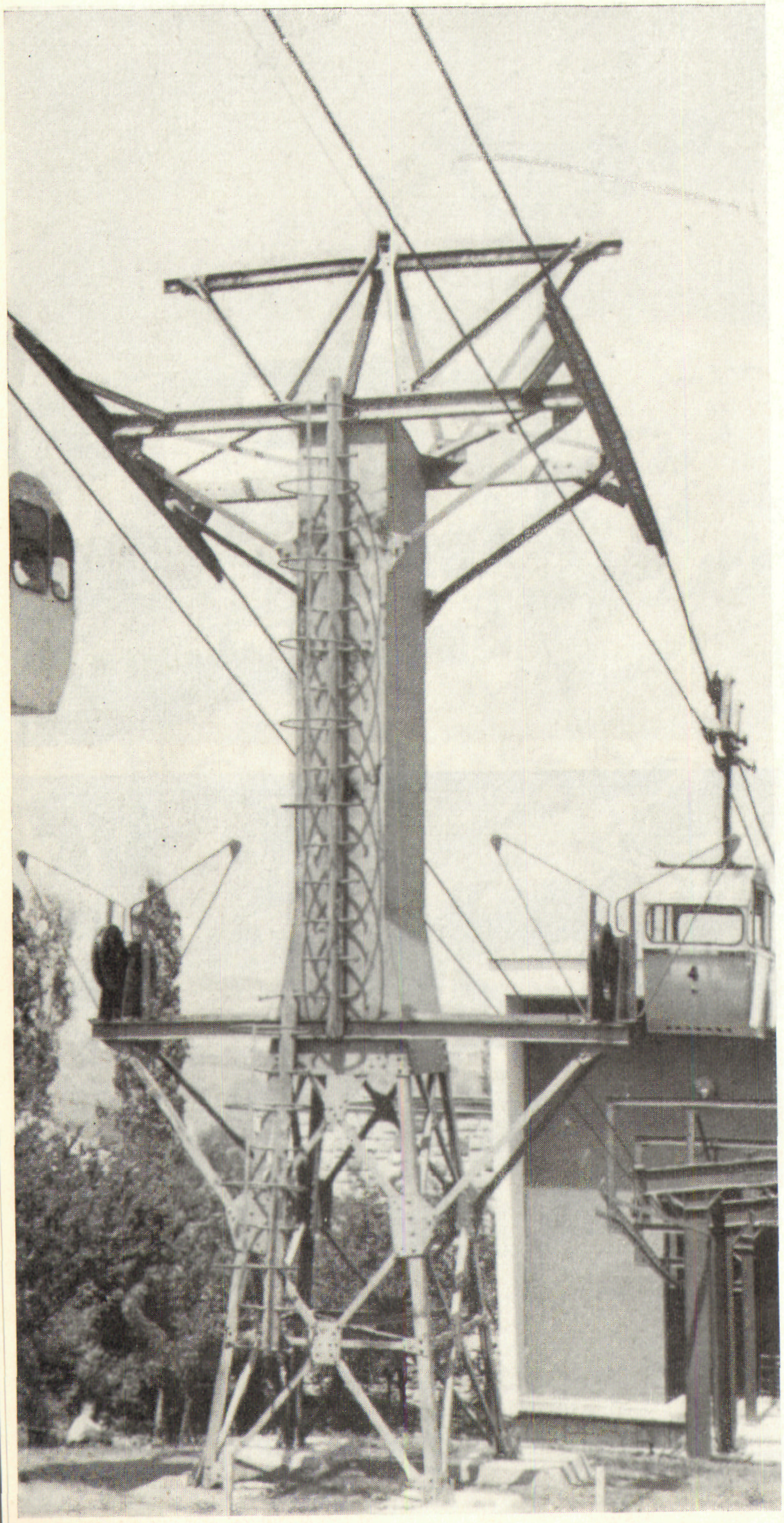
The Central Committee for Tourism is to build up a bed base in the Aleko area for the requirements of the tourist industry, to receive some 800 to 1,000 tourists per shift. The construction of the first hotel and restaurant with 300 beds has already started. The entire tourist highway from Sofia to Aleko will have many different kinds of establishments along its length, to cater for visitors; a hotel and restaurant with 460 beds has been built in the district Lozenets-Balkanski; a hotel and restaurant is projected in the district Lozenets-Krusta; a local style village is planned to be built near the village of Dragalevtsi, etc. – a continuous series of enterprises, each with its own originality and attractive features.

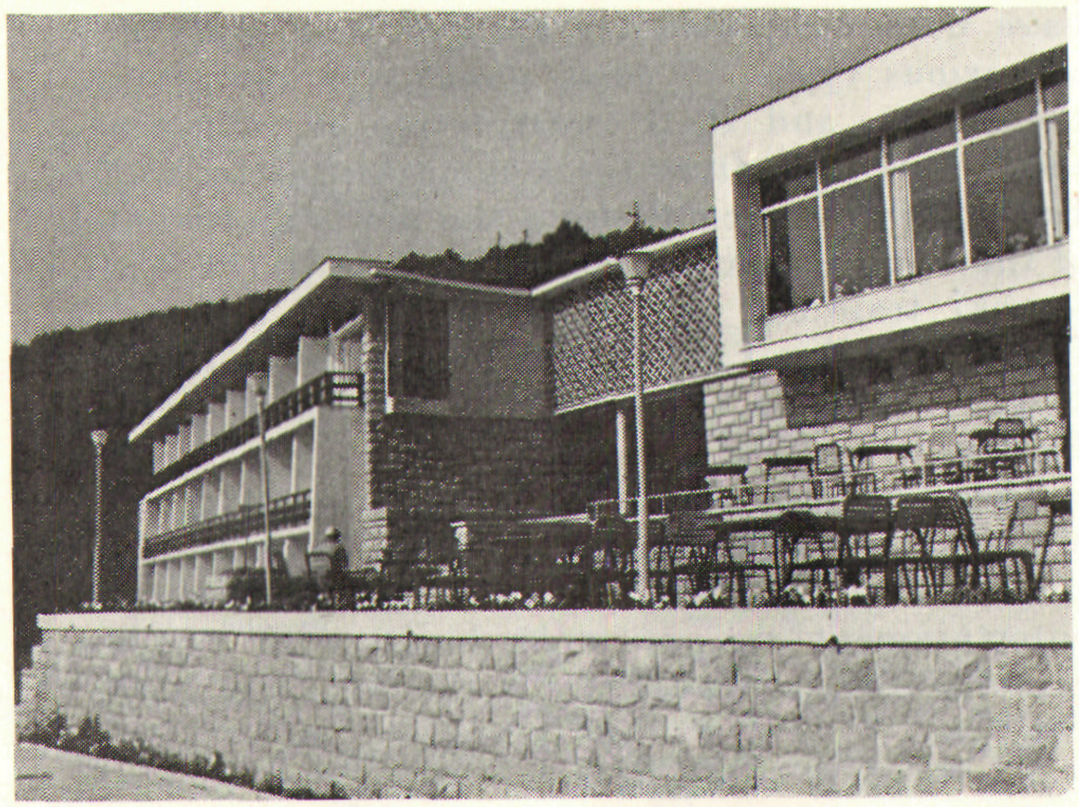
Preserving Mount Vitosha for ever 'lovely and mysterious', the mountain itself and the Aleko complex in particular will soon receive the best of all that our domestic and international hikers and tourists may require today.



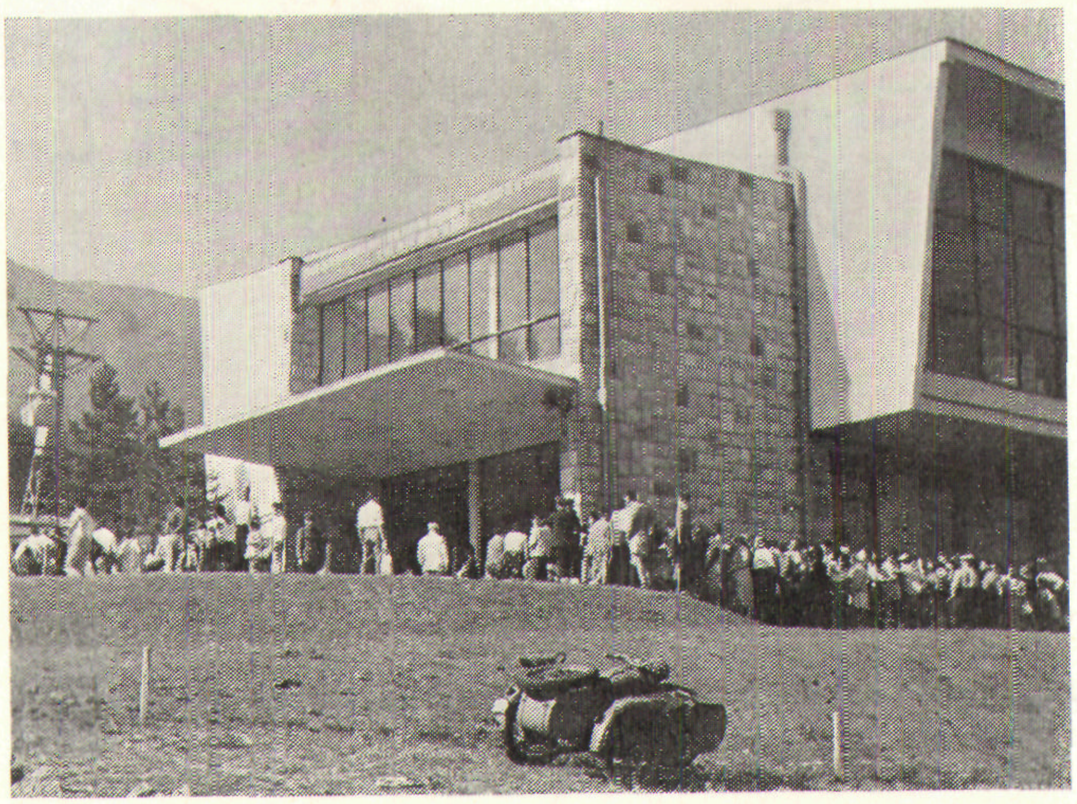


65. Mt Vitosha: Plan scheme by a group of architects headed by L. Sougarev
Photo by L. Yarichkov

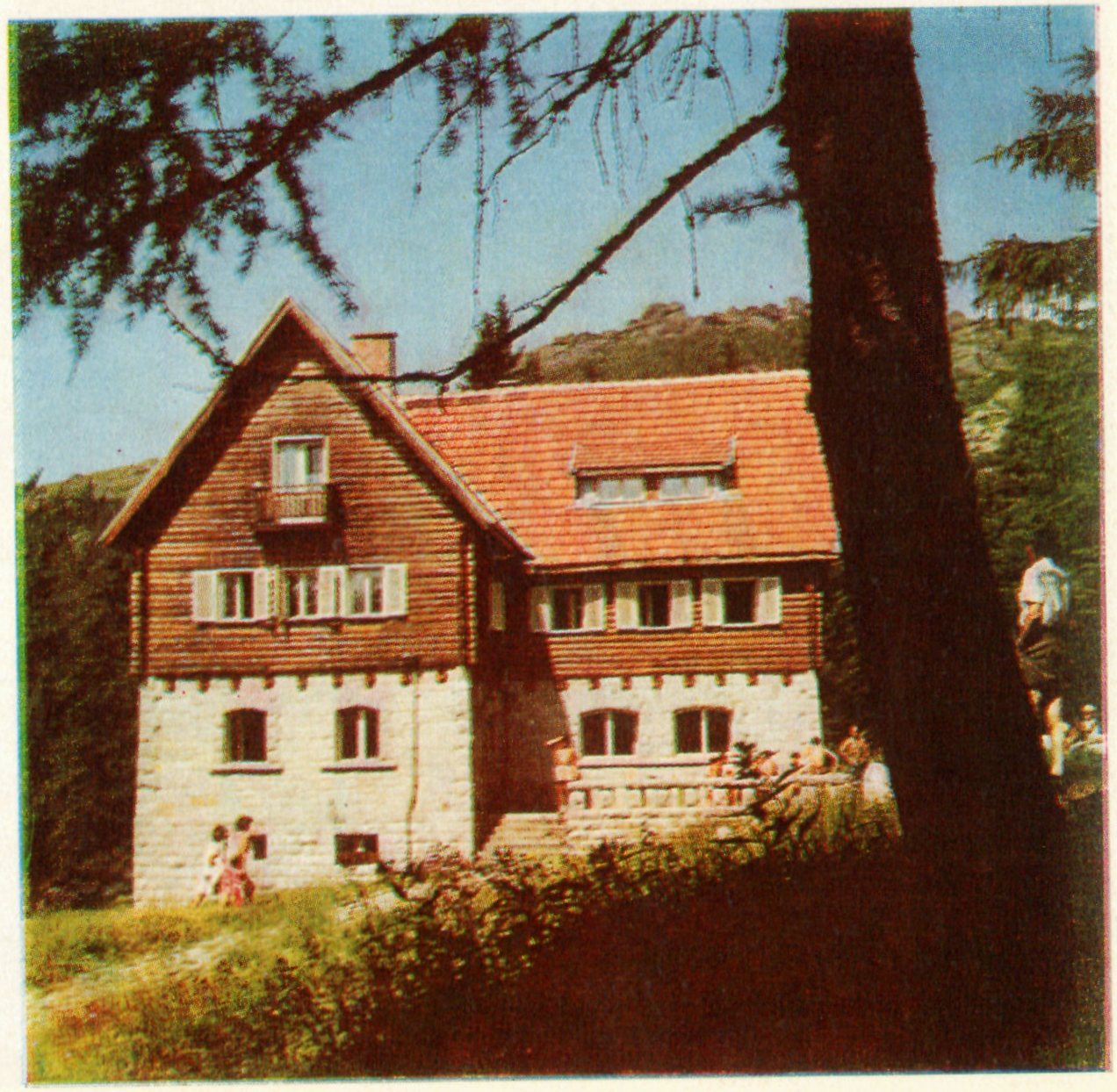












68. Mt Vitosha: The cabin-type rope line to the Kopitoto
D. F. A., Sofia

71. Mt Vitosha: A hotel at the Kopitoto, by V. Vassilev
D. F. A., Sofia

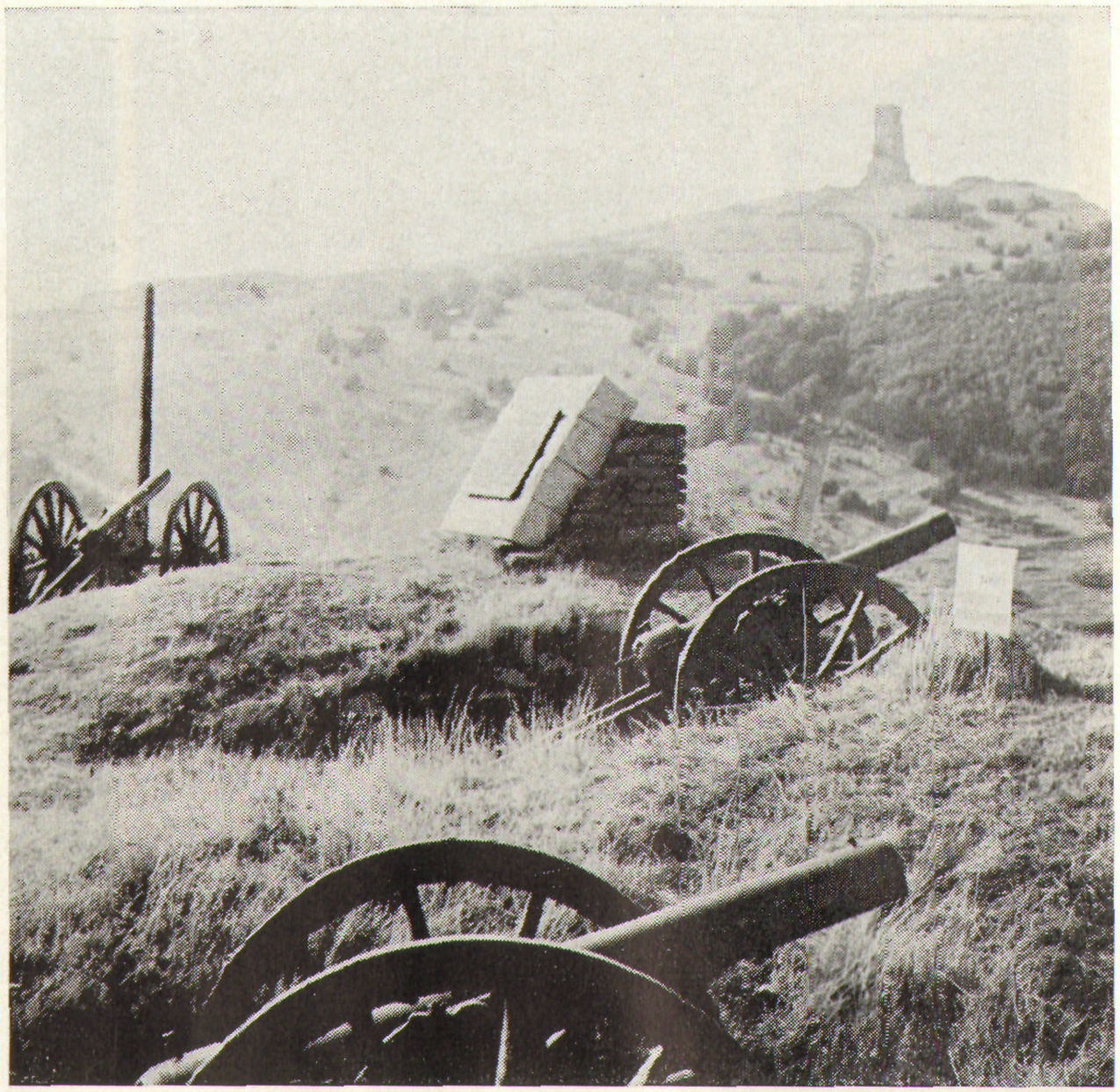
69. Mt Vitosha: Seat-type rope line to the ski run near Aleko Chalet
D. F. A., Sofia

67. Mt Vitosha: The stop of the Knyazhevo—Kopitoto cabin-type rope line
D. F. A., Sofia

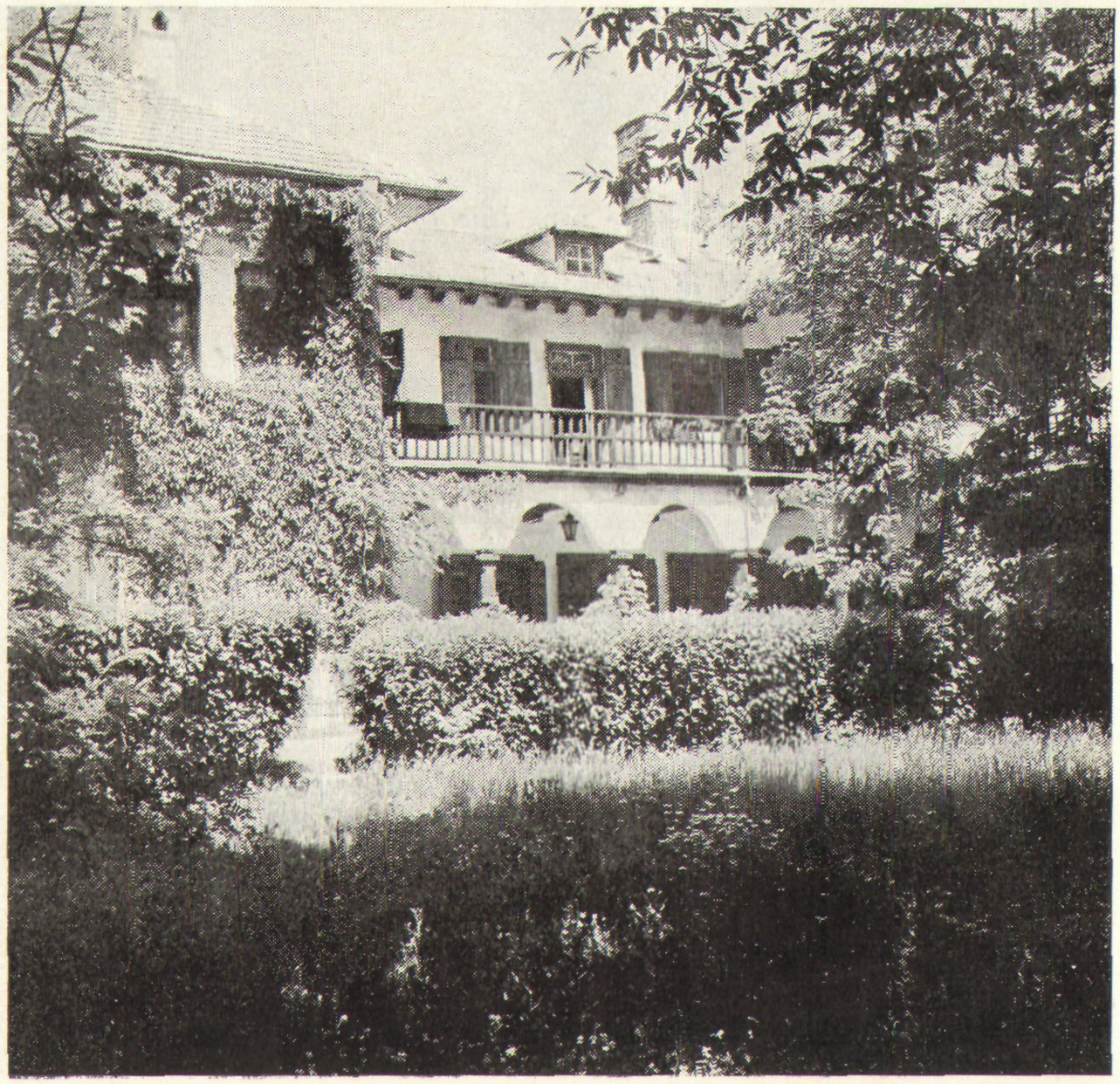
66. Mt Vitosha: Moraine at the Zlatni Mostové
From Resorts

70. Mt Vitosha: A tourist chalet
From Resorts

d. THE BALKAN RANGE



For the requirements of international tourism, there are only two units at present in the Balkan Range offering services to motoring tourists – the complex on the Stoletov Peak, which consists of a hotel and restaurant, a camping site and various shops for souvenirs and pressing tourist requirements (Figs.72 and 73), and a hotel-restaurant in the town of Berkovitsa; two other similar tourist complexes are projected for the Vitinya Pass, on the highway Sofia–Varna and for the Petrohan Pass, on the highway Sofia–Mihailovgrad–Vidin; they will consist of a motel, a small restaurant in local style and a camping site. Fig. 74.



73. The Balkan Range: Mt Stoletov, the Monument of the Liberators and museum exhibits of the famous battles at Shipka

74. The Balkan Range: Holiday House run by the trade unions in Troyan
D. F. A., Sofia

72. The Balkan Range: A hotel near the Monument of the Liberators on Mt Stoletov
D. F. A., Sofia



e. THE PIRIN MOUNTAINS

The Pirin Mountains are included in the projects of the Institute for Regional Territorial Planning; on the basis of these studies, work will be planned for the 1970–1980 stage of our domestic and international hiking and tourism. The Pirin Mountains will be of exceptional importance for future intensive hiking and tourism from Greece and Yugoslavia into our country. Spartacus,the talented commander and organizer of the greatest revolt of the slaves of ancient Rome (74 or 73 to 71 B. C.) was born in the region between Razlog and Bansko, along the valley of the River Mesta.

In general terms, the organizing of the mountain resorts for hikers and tourists in Bulgaria is in its initial stages. In this field, there will be much to be done at a later date, and much to be said on it.

We still lack experience in building modern, all-season high-altitude sports centres of a complex type and cannot do this work with the ease with which we can now treat our seaside resort complexes for international tourism. The few individual mountain hotels and restaurants built so far for the requirements of international tourism or the various hikers' chalets, cottages, shelters, etc., are for the most part the work of a few architects who manifest in them their personal affection for the scenery of the mountains. To this very day, unfortunately, *the problem of the building of mountain complexes for international hiking and tourism* has not yet been put in all its acuteness before the *Union of Bulgarian Architects*.

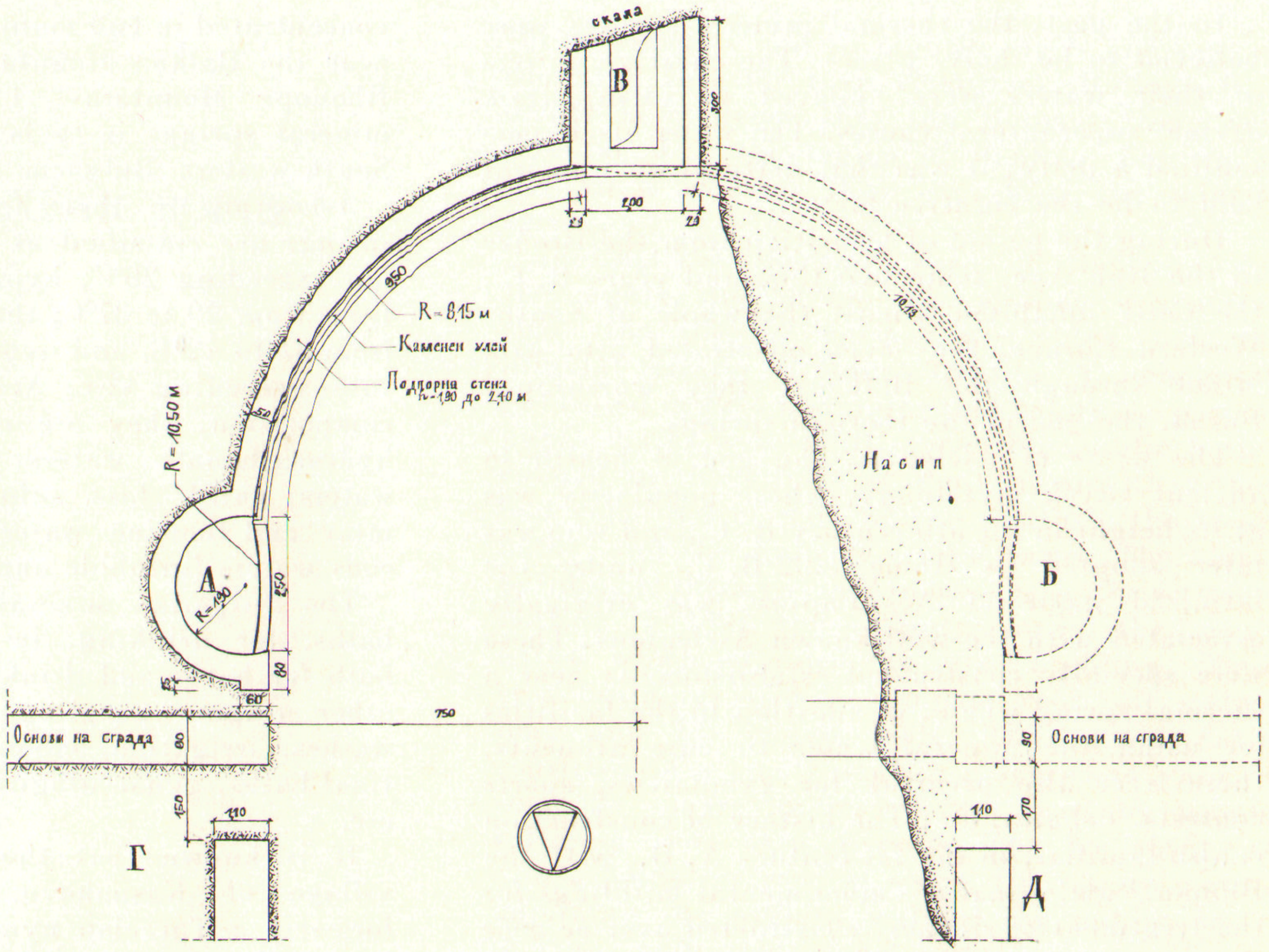
An analysis of the experience of other countries suggests that a great many difficult tasks would have to be resolved in creating a hikers' and tourist mountain centre. In addition to the familiar problems in the construction of seaside complexes — *architectural and planning conception, volumetric and spatial organization, size of the hotels,restaurants and their functional interdependence, differentiation and categorization of the elements of the complex, volume, profile and disposition of the commercial system, volume and disposition of the parking sites, of the camping sites, transport equipment, etc.*, the mountains require the *planning and improvement of the much more difficult elements of the grounds, the solution of architectural and constructional problems* for the all-round requirements of the tourists, *bearing in mind the severe climatic conditions* at the site. All this, however, must be done with much greater *creative discipline and with much more self-criticism*, even at the risk of dropping certain excellent solutions in the interest of the integral unity of the ensemble!

The specific nature of tourist resort factors make it necessary *to differentiate construction in the mountains* from the lower towards the higher zone of the site. This differentiation involves to an equal extent architectural planning and the planning of public services. *The first stage* in this work is to deal with *the material part of the centre with restricted accommodation* for tourists as yet unaccustomed to the climate of a mountain resort. As the custom is, this centre is placed within or in *the vicinity of the towns and villages*, which are the *starting points* towards the mountains. At that moment, *the architectural and planning problem of the composition and structure of these towns and villages, of the organization of the transport in them, etc.*, immediately arises.

The logical connexion between the starting points and the high part of the mountain should be sought along the rivers and valleys. In our mountains, the *climatic stage* is in the lower *zone of the active sports field*. This is where the zone of the *hotel centre for long holidays* is built.

Lighter *buildings and facilities for short holidays for the trained sporting clientele and places of entertainment*, etc., should be built up to the mountain heights for the *third climatic stage* at an altitude *over* 1,850 m. Access to them is primarily by rope lines and light road links. Only shelters and other buildings for cover in bad weather are to be found higher up, with access to them by tourist paths and light rope lines.

Planning and individual architectural sites and facilities should not weigh upon or disturb the mountains' appearance. They should improve its original features and make it more attractive and charming. Low buildings and planning should preserve the terrain and its natural elements, and all improvement of the surroundings in the manner of compact urban formation should be avoided.



75. The Thracian Nymphaeum near the village of Kasnakovo, Haskovo district, plan sketched by T. Petkov Photo by L. Yarichkov

C. OUR MINERAL SPRINGS AND THEIR SIGNIFICANCE FOR INTERNATIONAL TOURISM IN OUR COUNTRY

In the past, the thermal mineral springs were believed to be 'holy' places. The curative powers of their waters were believed to spring from divine, supernatural causes. The water itself personified a deity; it was that deity alone who was held to be the curative factor.

During the period of transition from the Bronze to the Iron Age, some two thousand years B. C., the Celts inhabited almost the whole of South-Western Europe; they even penetrated into Asia Minor through the Balkans; they worshipped Borbo, the god of the thermal springs.

The name of Asclepios, the god of health in ancient Greek mythology, whose popularity was at its height in the 5th century B. C., and who was later adopted in Rome (292 B. C.) under the latinized name of Aesculapius, was originally associated with the well-known Asclepions. These were specially constructed establishments near a thermal spring where, in addition to the facilities for using the mineral water to cure ailments, there were also premises for gymnastics, sports contests, debates, etc. The history of construction is also familiar, in the 1st century A. D., with the Roman Valetudinarii – monumental buildings for the treatment of sickness constructed over or near the springs – a very wide-spread principle in Roman thermal construction.

Although the number of visitors may have varied in the different periods of social development, the thermal springs continued to be used. There was a notable increase in the number of people visiting the thermal springs during the Renaissance, and particularly in the period after the 18th century, when spas became the gathering-place of all the illustrious personalities of the day. There was a curious practice then, and it has survived to our own day, of having the name and year of sojourn of each world-famous personality inscribed at the most prominent place of the resorts' central establishment. The Public Baths No 1 in Karlovy Vary, Czechoslovakia, are such an establishment, for instance, where this practice goes back to the visit of Tsar Peter the Great in 1711, and of the philosopher Leibnitz, who often conversed with him, and includes the names of some well-known personalities of our contemporary history.

For Bulgaria, the mineral springs are, indeed, a national treasure, an abundant source of wealth with inexhaustible possibilities. According to the investigations of some of our specialists, the mineral springs in Bulgaria are territorially concentrated in two main thermal zones – the first near the Balkan Mountains, the second near the Rhodope Mountains. The greatest number of mineral springs is to be found in Southern and South-western Bulgaria.

According to their temperature, the mineral springs are classified as cold, with temperatures not exceeding 20°C; hypothermal, with temperatures from 20 to 37°C; thermal, with temperatures from 37 to 42°C, and hyperthermal, with temperatures exceeding 42°C. According to their chemical composition, they are classified as: first class, hydrocarbonate waters; second class, chloride waters; third class, sulphate waters (iodine-bromine and flourine waters); and fourth class gaseous waters (sulphide and radon mineral waters).

The Bulgarian mineral waters can be used for baths, for drinking, in a number of instances both for baths and drinking, and also for certain other usages – gargling, nose, eyes, or mouth washes, irrigation, colonic irrigation and intestinal baths, gynaecological irrigation, compresses, etc.

It is known that the mineral spring at the village of Kasnakovo, Haskovo district, was formerly a Thracian nymphaeum (Fig. 75), built by the Thracian Titus Flavius Beituken Esbenerios and his wife Claudia Montana in the 2nd century A. D.; it was later used by the Romans. Inheriting the experience of the former peoples, the Romans contributed very much to theh development of balneological medical science, and of medical science in general. Contrary to their predecessors, the Roman physicians first began to treat their patients in specially built hospitals – the so-called Valetudinarii.

The Ascepions were of far greater importance in Roman times. There are many remains in Bulgaria of Roman public baths – the thermae – the most notable of which are in Kyustendil (Pautalia), Sofia (Serdica), Hissar (Augusta), Separeva Banya (Germanea) and Sandanski, etc.

These frequently large and splendid thermae were in fact palaces, where the Roman nobility spent their time in cultural entertainments and sports. Consequently, the thermae at Serdica, Pautalia, and probably at Augusta, too, were visited by the Roman emperors, such as Caracalla and others.

A decision was taken to have a contemporary balneological centre for international tourism in our country, and it is to be built up mainly in three spas – Bankya, Hissar and Velingrad.



a. BANKYA SPA NEAR SOFIA

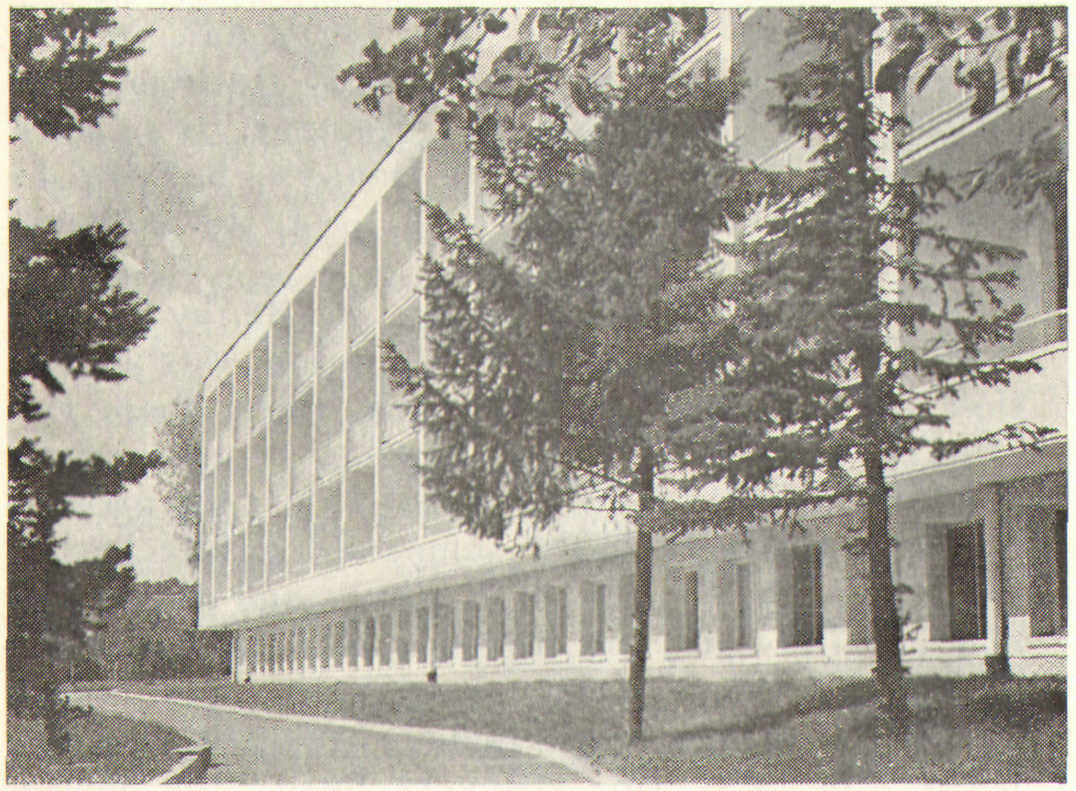
In 1905, when the spa had barely come into being, Ivan Vazov, the Bulgarian classical writer and national poet, wrote of a morning spent in Bankya: 'The stillness of morning has a caressing and soothing effect on me; I can feel it penetrating gently within me, together with the fresh, invigorating breath of morning air.

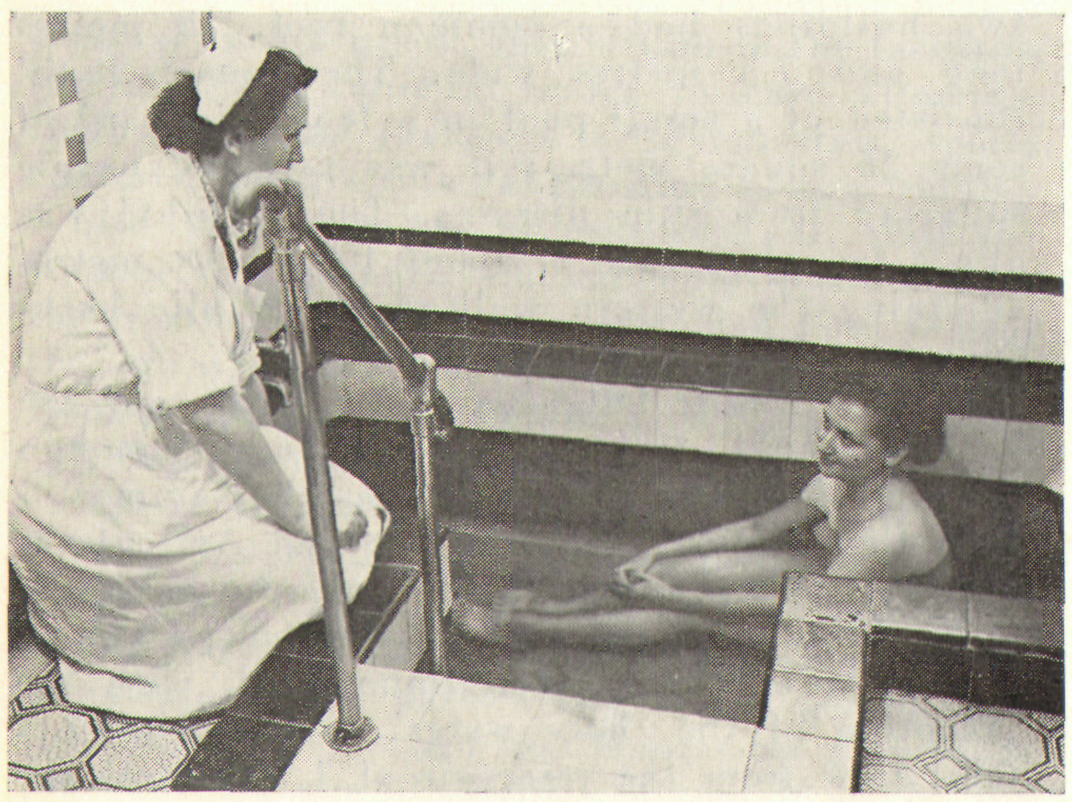
'I feel that I am a new man, relieved of the burden of anxieties and care; like a child, I feel the joy of being alive, of being as yet untouched by grief. And I am filled with quiet delight as I look at these calm valleys, these calm forests, these calm spaces, this calm sky. And I breathe so freely, oh, so freely!'

The land of the village of Bankya was formerly owned by a monastery, and besides monastery buildings only five or six little village cottages rose near them. According to legend, 'people of the neighbouring villages and of distant places, most of them ailing'[15] would gather there in olden times to spend the last nights of July—the dog-days – and in nightly vigils and prayers sought a cure for their sicknesses. Railovo Gradishté is evidence that the Romans, too, were familiar with the region of Bankya, but we do not know whether they ever used the mineral spring.

In 1902 the thermal zone of Bankya was thoroughly studied and the opinion was stated that 'the thermal springs are older than the diluvial terraces of Mount Lyulin.' A monograph published in 1914 maintains that before the present public baths were built, some 'old public baths' existed in the village of Bankya, and that they had consisted of 'the women's baths', 'the small baths' and the *Kalishté* – mud baths. The oldest building of them was said to have been 'the women's baths'; in 1891 the villagers built 'the men's baths' which adjoined the other building. These two buildings had a common roof, 15 metres long and 7.5 metres wide. The 'small bath' consisted of a small pool in a fenced-in yard of some 25 square metres; it was used by people suffering from skin diseases. The Kalishté was also a fenced-in yard of about 100 square metres adjoining the western wall of the public baths and was only used on hot summer days.

The old public baths had been built over the various small springs, without any common reservoir for them all. As late as the summer of 1905 the Ministry of Commerce and Agriculture of those times issued instructions to have the mineral waters impounded. The waters of almost all the springs were then impounded, with the exception of the 'holy water' spring, giving a total flow from the reservoir of 1,208 litres per minute with a temperature of 37.2°C. The water's exploitation level was seven metres below the surface of the terrain, and at 636.50 metres above sea level. The impounding and piping of the mineral water was done with touching care, so as to preserve its physico-chemical composition. The authorities were encouraged by the good results of the impounding; the small public baths, as we know them today, were built in 1907. On March 7, 1907 the construction of the large public baths was also begun. It was completed and they were inaugurated on May 20, 1910 (Fig. 80).These new modern public baths put an end to the primitive exploitation of the springs; this was a sound foundation for the spa, which now began to make rapid progress. By 1914, Bankya already had some thirty houses with approximately 200 regular inhabitants, and







76. Bankya Spa near Sofia: The big public baths
D. F. A., Sofia
77. Bankya Spa near Sofia: Balneological treatment under medical supervision
D. F. A., Sofia
78. Bankya Spa near Sofia: A balneosanatorium for children
D. F. A., Sofia
79. Bankya Spa near Sofia: Departmental balneosanatorium
D. F. A., Sofia

several hotels and villas were also built. According to the statistics, 14,949 people were registered in 1907 as having bathed in the public baths, whereas the total number of bathers in 1958 exceeded 750,000.

In the last fifteen or twenty years Bankya spa entered upon its real development and won recognition as a first-class resort. From a former place of entertainment for the high-life of Sofia, it has now grown into a big balneological centre, in which thousands of workers and peasants — the shock force of our new socialist society — restore their health in modern sanatoria under the care of the state. Figs. 76 and 77.

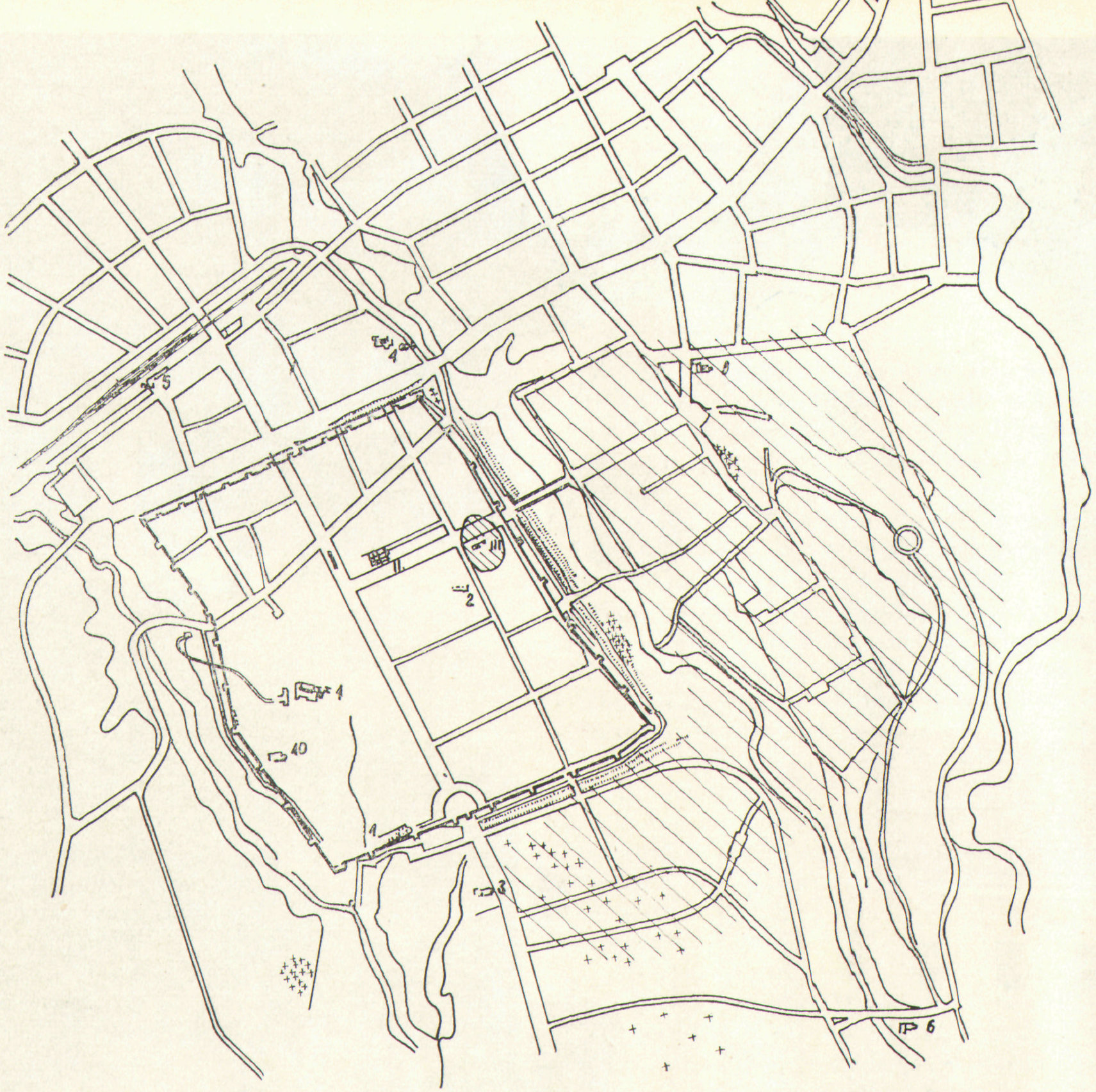
In general lines, the mineral water of Bankya Spa can be characterized as follows: hypothermal, slightly mineralized, alcaline-sodium sulphate type. The water is suitable for the treatment of cardiovascular, functional and organic nervous diseases. Fig. 78.

At the same time, Bankya is an excellent climatic resort. With its remarkably varied surroundings, strongly broken configuration of the terrain and rich vegetation, situated in a pleasantly sheltered valley at the foot of Mount Lyulin, Bankya is a real oasis of peace and quiet, where frayed nerves can find rest.

The lovely views of Bankya's surroundings and the vast expanse separating it from Mount Vitosha have an exceptionally bracing effect on people suffering from functional nervous diseases. For people with nervous disorders, whose biological links with Nature are impaired, Bankya's climate and surroundings provide ideal condition for the rapid recovery of the system's normal reactivity.

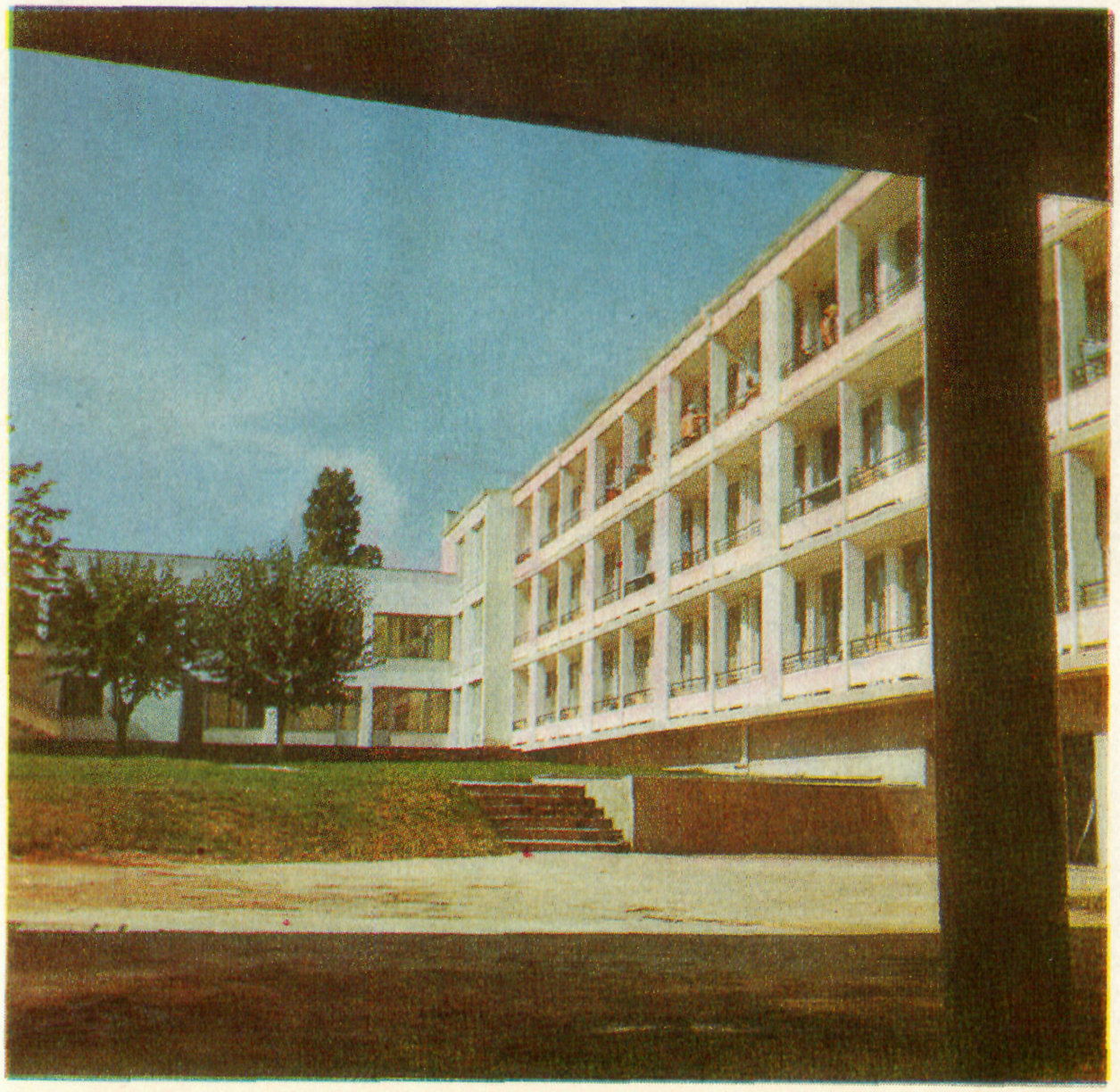
The Central Committee for Tourism has 60 beds in Bankya Spa for our tourist industry. Another two balneosanatoria will be built by 1970, with 200 beds each, or a total of 400 beds. The big part the Spa has to play in the field of international tourism is due to its vicinity to Sofia. The resort has always been and will always be a fine recreational centre for our capital.





b. HISSAR SPA





80. Hissar Spa: Sketch of the general plan, including the Roman town
Drawn by T. Popova
81. Hissar Spa: Curative beach and mineral water swimming pool
From Resorts
Hissar Spa: A balneosanatorium
82. From Resorts

The burial-mounds near Hissar are mute witnesses of the existence of the Thracian people, who were already settled here at the beginning of the second millenium B. C. Diggings at these burial-mounds and the study of the remains and artefacts found there provide abundant historical data on the civilization of that day. 'The numerous potsherds of black-figured Greek vessels, coins struck by Philippo II (359–336 B. C.) and Alexander the Great (336–323 B. C.), etc.,' indicate that there was a settlement near Hissar in Antiquity and in the Hellenistic period. 'The Romans took possession of the curative mineral springs and proclaimed them as imperial domains (Augusta). In the next four to five centuries, Augusta's growth was considerable and the place became a flourishing town. In the 4th century, two Roman public baths were built there – the first over the springs Havouza and Chouloudja (Fig. 87), and the other over the present-day spring of Momina Banya. The first one also had a large nymphaeum (medical centre), the ruins of which are preserved to this day.' From that time to our own day, Hissar has never been without guests from different civilizations, coming to seek a cure for their grievous sufferings. Fig. 83.

Hissar is the largest spa in Bulgaria. It is some 42 kilometres from Plovdiv, and is linked to it by first-class roads and railway facilities. It is situated on the southern slopes of the Sredna Gora Mountains at 320–360 metres above sea level. It has a mild, moderate Continental climate and a moderately high average annual temperature of + 10°C.

The waters of the numerous mineral springs are the principal resort factor there; 'in chemical composition and physical properties, these waters are characterized as slightly mineralized, hyperthermal, sodium hydrocarbonate (the Havouza spring and the Samodivsko spring) or natrium hydrocarbonate-sulphate-fluoride with some radon content. Certain mineral springs – Momina Banya, Havouza, Parilkité and others have a more important radon content and are classified as radioactive.'[8]

The diseases treated at Hissar are primarily



83. *Hissar Spa:* Kamilité – *the ruins of a gate in the ancient ramparts*
From Resorts
84. *Hissar Spa: View of the town today*
D. F. A., Sofia
85. *Hissar Spa: View of the open-air theatre*
D. F. A., Sofia

liver and kidney disorders, chronic hepatitis, affections following infectious hepatitis, cholelithiasis, diseases of the kidneys and ureters, chronic nephritis, chronic gastritis, gastric ulcer without complications, chronic colitis, etc.

The land around the resort is cultivated extremely successfully, the vineyards being the most important of the intensive forms of agricultural crops. Fruit-cures and grape-cures in particular are successfully used there in the treatment of chronic nephritis in its initial forms.

Hissar is a completely planned, modern balneological spa. Figs. 84, 85, 81

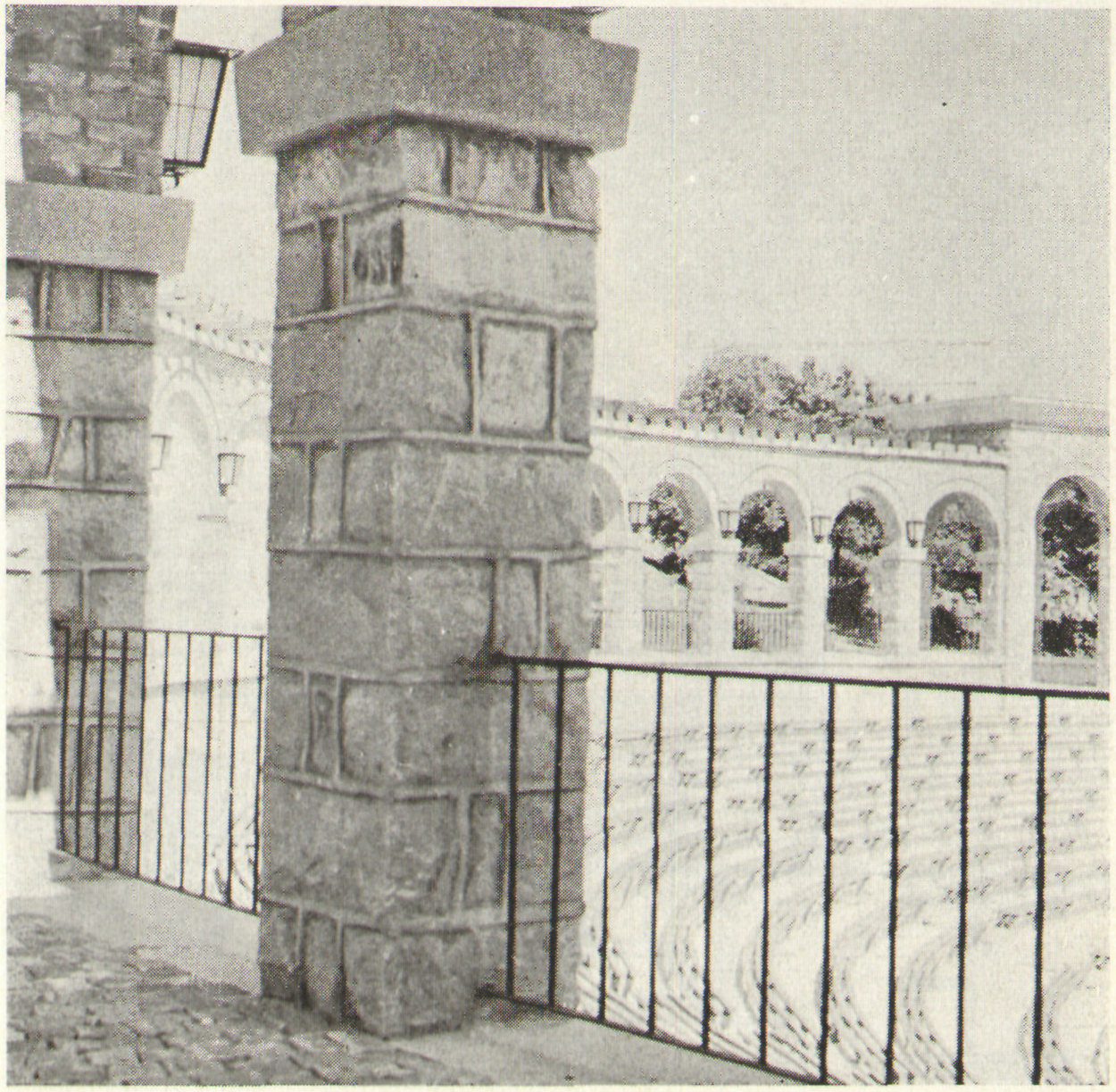
Many trade union and department sanatoria have already been built there. The principal sanatorium base is now being developed in the area of Momina Banya, outside the ancient Roman ramparts. A modern balneological health centre is now being built. There is a new, well-organized spa polyclinic.

The Central Committee for Tourism is to create a bed base in Hissar to accommodate 800 to 1000 persons per shift for the requirements of international tourism. So far a balneosanatorium with 142 beds has been completed and commissioned (Figs. 90 and 91). Designs are being made for a second balneosanatorium with another 200 beds. According to the preliminary planning and functional projects the balneosanatoria of the Central Committee for Tourism are to be concentrated in their own independent grounds, with common complex-curative and economic functions, and specialization of each individual unit.

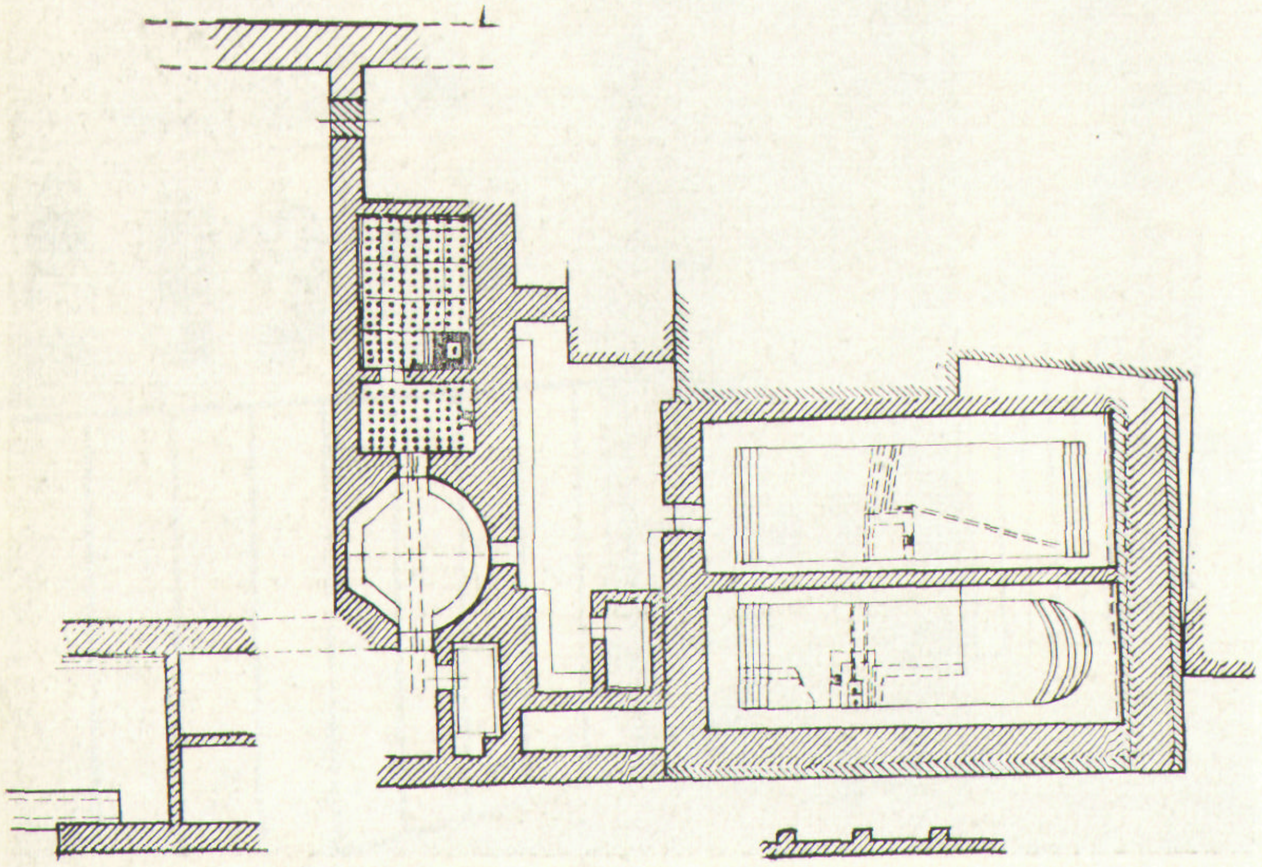
Hissar's appearance is primarily founded on individual two-storey, one-family homes, which can also serve as the commercial centre of the tourist industry: the private lodgings, a very widespread tradition in many classical countries of tourism.

Augusta of old is living a new, an even more complete life today. 'Like the phoenix, the ancient town shook the ashes from its wings and came to life again after fifteen centuries, Augusta rose up once more with the ancient Roman ramparts.' It is life, in the long run, that decides everything!









86. *Hissar Spa: View of a balneosanatorium*
From Resorts
87. *Hissar Spa: Sketch of the 4th century Roman public baths*
Drawn by T. Popova

c. VELINGRAD SPA

Velingrad Spa is noted for two principal curative factors – its mineral water and its climate. It is situated in the uplands of the Central Rhodopes at an altitude of 750-800 m above sea level in the Chepino River basin. It is an excellent intermediary station on the way to the high altitude sports complexes in the Rila, Pirin and Rhodope Mountains. It will attain special importance with the development of the Salonika-Sofia tourist highway, which will lead through the magnificent landscapes of Simitli, Predela, Razlog, Bansko and Velingrad to Pazardjik, and further on to Plovdiv-Istanbul or Plovdiv-Bourgas. As a matter of fact, the ruins of Roman reservoirs which have come to light in Velingrad, and the Roman road in its vicinity confirm the existence of ancient traditions in balneology and of traffic between Salonika and the Thracian lowlands of the Hebros (the River Maritsa).

Velingrad is a town formed by the union of three old villages – Chepino, Ludjené and Kamenitsa, which have always been on excellent good-neighbourly terms with one another. There is no trace left at present of these old villages; today they are merged in a completely modern town



88. Velingrad Spa: Curative beach, mineral water swimming pool
D. F. A., Sofia

89. Velingrad Spa: A hotel to be built (future appearance) by H. Hristov
90. Velingrad Spa: A trade union cottage in the Youndola climatic zone
D. F. A., Sofia
91. Velingrad Spa: Trade union holiday house
D. F. A., Sofia

with its completely new housing fund and modern town planning. It is linked by excellent, first-class highways with the principal highways Sofia–Plovdiv–Istanbul and Sofia–Salonika: it is some 37 kilometres from Pazardjik, and there is a railway line between the two towns.

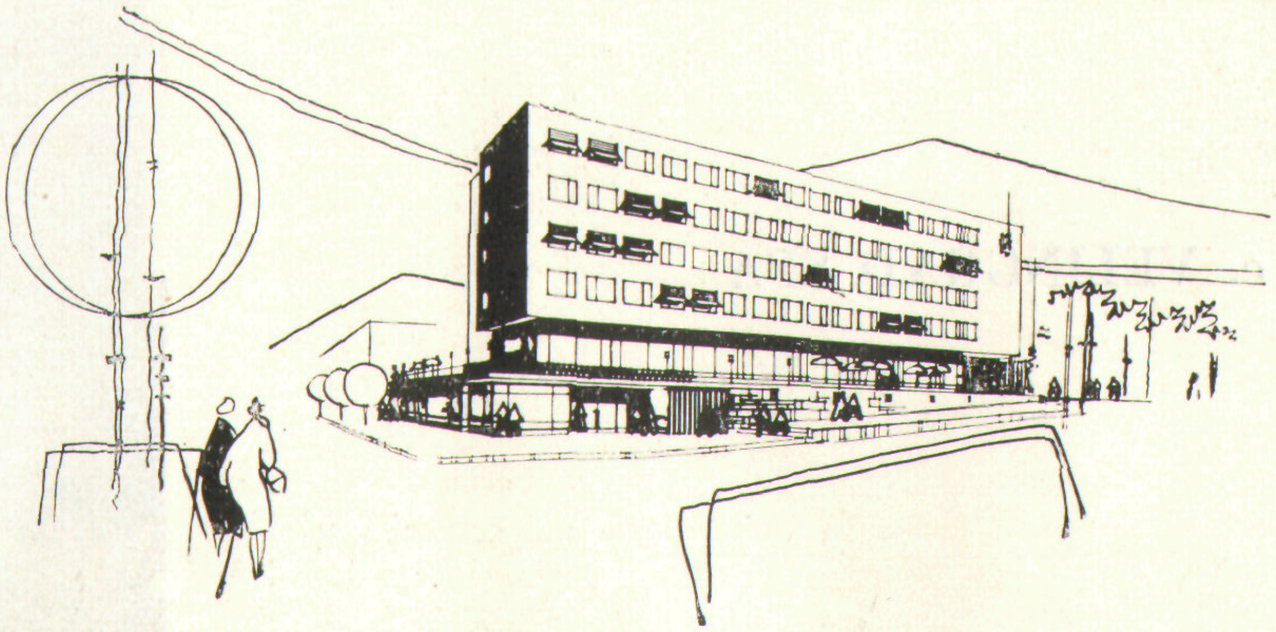
There are many departmental sanatoria in Velingrad, including the 'Palace' of the Central Council of Trade Unions for the treatment and long holidays of trade union members (Fig. 91). In the recent past, the Ministry of Public Health and Social Welfare built its own resort polyclinic and its balneological health centre here and equipped them with modern medical and physiotherapeutical facilities. There is also an Olympic-size open-air swimming pool in the resort, which is filled with mineral water (Fig. 88).

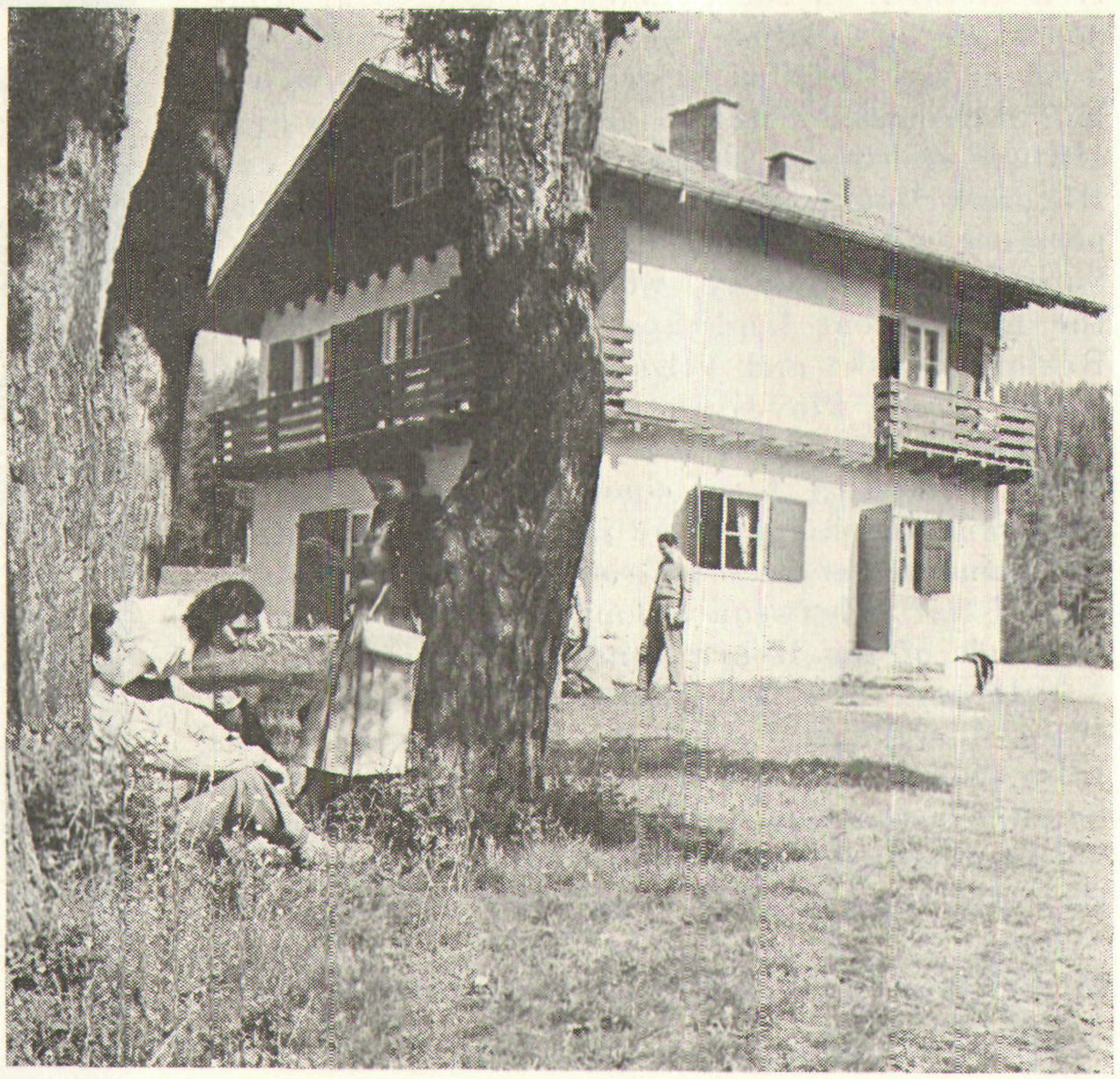
Certain diseases are successfully treated in Velingrad Spa, 'primarily diseases of the locomotor system, whether accompanied or not by diseases of the cardiovascular system; rheumatism (but not before eight months have elapsed since the acute attack), infectious arthritis, arthropathy of every type, traumatic arthritis, diseases of the spine, bones, muscles and sinews.'[8] Fig. 90.

Treatments of the various diseases of the nervous system, or of gynaecological and skin diseases, give very satisfactory results.

The Central Committee for Tourism is to build up a base in Velingrad with about 800 to 1000 beds per shift. The buildings will be mainly of the sanatorium-balneological establishment type, with complex diagnostic and physiotherapeutic facilities. Most of the balneosanatoria are to be built on the fine level ground between the Ludjené and Chepino districts. Work on a 200-bed municipal hotel was begun in 1966 in the centre of the town, in the Ludjené district (Fig. 89). The next building – a balneosanatorium with 200 beds – is planned to be built on the 'Acropolis' site between the Ludjené and Kamenitsa districts.

Velingrad has a great future as an objective for international tourism. The present condition of the resort owes much to the inheritance of the past, and its future development is based on its present growth.







b. KYUSTENDIL AND VURSHETS SPAS

According to present plans, a base for international tourism is definitely to be created after 1970, in the well-known spas of Kyustendil and Vurshets.

*

A blessing in disguise, that's what it is, as our people say. . . .

Zeus's brother Pluto, ruler of the underworld, once returned in a great rage from the council of the gods on Mt Olympus and aimed a mighty blow at his dog to relieve himself of this terrible nervous tension, but hit instead his subject the Earth, who was pregnant at the time; the terrible pain caused the appearance of a huge furrow on the Earth's face, of which we read in the geological history of our planet under the name of Alpine-Himalayan mountain chain. Then from the red-hot depths of the earth there gushed forth thousands of warm springs, which abound around this new furrow on the face of the earth. And it so happened that Bulgaria came into being on one of those sections of the earth's crust, and it also happened that she was among the foremost countries to be blessed with such a great number of mineral springs. But we are in no way to blame for that!

It was decided that the *balneological centres* for international tourism would develop within the *existing towns and villages* with their established plans and the architectural principles and traditions according to which they were built. That is the universal custom – towns and villages, whether large or small, have always been built in the vicinity of well-known curative mineral springs. The former character of construction in these towns definitely *dictates the conception of modern construction* in them.

The character of this type of construction has its own specific features. It also influences *the Problems of Town Planning and Architecture.* First of all, there is a *new functional unit* in balneological construction – *the health centre*, with its strict requirements for links with the remaining functional units – hotels (hospitals), restaurants, etc.

To be successful, every treatment is accompanied by a definite *curative diet and regime*, which in this instance includes *curative procedures* (medicamental, physiotherapeutic, etc.) – amounts, types, admissible simultaneous utilization, duration, intervals between repeated utilization, etc.; *diet* – number of the different diets, according to the type of illness and the treatment; *sleep, rest and exercise* – according to the nature and phase of the disease.

The curative diet and regime precludes the access of outsiders to the establishment, and mainly to the restaurant; it requires the avoidance of noisy non-programmed games, orchestras, etc. It is evident, therefore, that all this will *influence the capacity, organization, architectural composition* and form of the buildings.

In the urbanistic and functional sense, only in *Hissar* and *Velingrad* can balneosanatorium construction for international tourism in our country be given a *complex aspect of a larger type* (from 1,000 to 1,200 or 1,500 beds per shift). *Individual units* with 200–250 beds are being built in *Bankya, Kyustendil and Velingrad*, but they are still built in complexes with curative and nutritive units.

Sports and cultural undertakings are of the greatest importance in balneological construction, again according to the type of disease.

In the larger complexes, the profile, capacity and disposition of the commercial system is also an *architectural problem.*



92. *Girls in national costumes From* Resorts



3. TOURIST ATTRACTIONS (RECREATIONAL FACILITIES)

93. Nessebur: Architectural sketches of street ensembles, by S. Stefanov
94. The Boyana Church near Sofia
D. F. A., Sofia

Tourists have a hidden urge, a hidden desire to come into contact with the material and spiritual culture of as many states and peoples as possible. It is a natural impulse, which has always been an important supplementary factor in the exchanges of experience and knowledge among people, for the rapid progress of mankind.

The statistics of international tourism confirm that this same impulse has, in fact, brought about the prevalence in tourism of the two main types of transport – aeroplanes and cars, particularly private cars. As is known, aeroplanes are preferred in covering great distances to a destination chosen beforehand. However, cars are the popular transport for individual tourism, the extensive, mass tourism of the present and future. Especially when travelling for pleasure, or on a scientific mission, tourists have much greater freedom of movement when travelling in their own cars; they can easily alter their routes if they are attracted by something, and stay there longer, and still reach their ultimate destination at will.

Even when they have no exceptional natural sites for long or short holidays to offer to tourists, far-sighted enterprises and tourist organizations devise a great variety of other forms in order to benefit from the circumstances arising from tourism. Although their principal intimate aims are of an economic nature, the enterprises and tourist organizations do their best to retain travellers by well-chosen means and divert them, in the good sense of the word, from their routes, offering them more to see, of course, and simultaneously expecting to be paid more for it. This is where the skill of turning the tourists' indirect, concealed desires into material benefit is manifested, and that, in the final reckoning, is the alpha and omega of tourism.

For instance, a point of great interest to tourists from the capitalist countries is the state and economic organization of socialism in our country, it being a new, more effective and progressive social and economic order. They display a particularly lively interest in the organization and effectiveness of our agriculture and its output,in many of the new mass amateur creative initiatives, in the way of life and folklore traditions of the Bulgarian people, in the original artefacts of our master-craftsmen, etc.







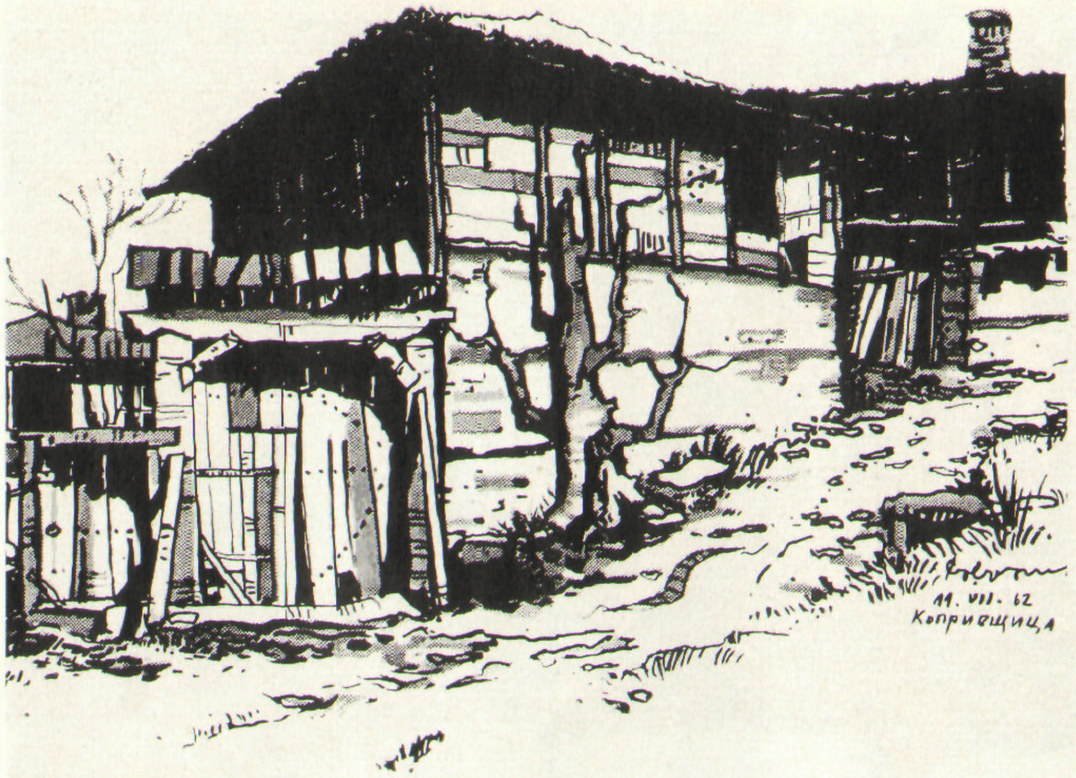
95. Nessebur: Sketch, by S. Stefanov
96. Koprivshtitsa: Neighbours, architectural sketch by S. Stefanov
97. Plovdiv: Civilization in the Old Street, architectural sketch by S. Stefanov
98. Plovdiv: A gate in the ancient fortress wall, architectural sketch by S. Stefanov
99. Plovdiv: Tectonics, architectural sketch by N. Nenov
100. Plovdiv: Bay-windows, architectural sketch by N. Nenov

In October 1963, the music critic Samuel Singer wrote in the *Philadelphia Inquirer* that the performances of the Bulgarian State Folk Song and Dance Company were 'infectiously inspiring', while the *New York Herald Tribune* wrote of the magic with which the company had carried their audience into 'the green hills and fresh air', of the girls' dance rhythm which 'made one believe that a wave of mirth flowed from those quivering sleeves, that this mirth was in the arms of the dancing girls', etc. Figs. 128 and 92.

These are all *elements which define the details and local colour of international tourism, giving it a profound meaning, making it rational, effective, always different in the different countries.* The tourists' impressions, varied feelings and aesthetic pleasure at what they have seen and experienced in a given country are a most precious gift for them, the one they will take home in their hearts and cherish for ever!. . .

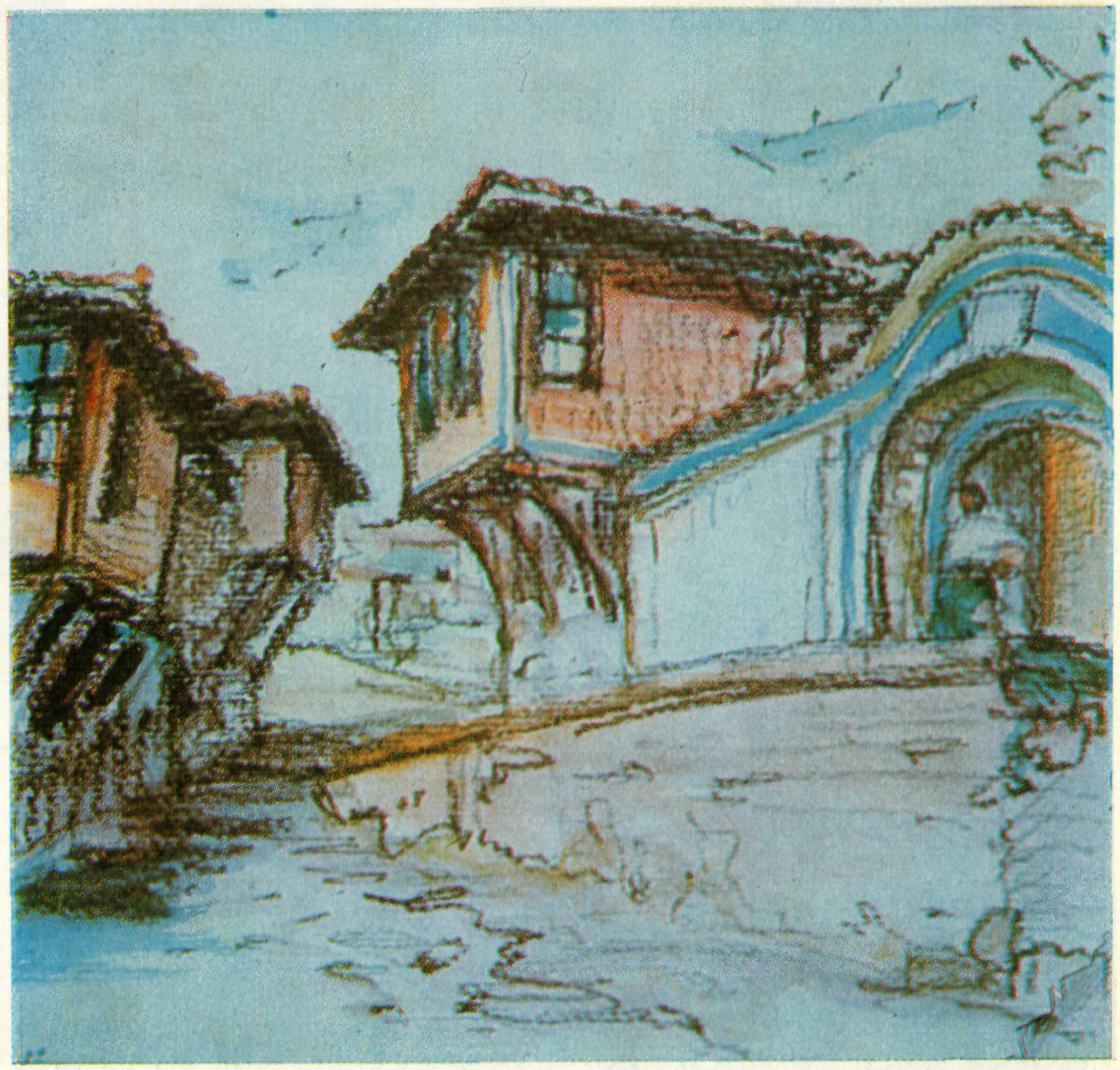
However, the sea, the mountains and the thermal springs, which, combined with a pleasant climate, are the core of tourism, remain the mainspring of international tourism, today and for all time, mainly as regards holiday-making. They are tourism's great attraction and give it its profound content.

In addition to the centre of hotels and restaurants – these primary units of tourism – a series of other establishments should be set up: *for entertainment, shops and exhibitions, studios, theatres, variety shows, sports grounds and other facilities of all kinds to meet the wishes and needs of the tourists.* At the same time, these conditions provide the indispensable prerequisites for the proper demonstration of all the wealth, diversity and specific national features of our country's material and spiritual culture. These needs are likewise met, to a considerable extent, by the centres of the neighbouring towns and villages with the special features of their industry, agriculture, handicrafts and trade, with their available library and museum facilities, with their network of theatres, cinemas, variety halls, etc. Consequently, the


14. VIII. 62
Копривщица











101. Romantic Nessebur
From Resorts
102. Belogradchik: Panorama
D. F. A., Sofia
103. Belogradchik: A mute giant
D. F. A., Sofia

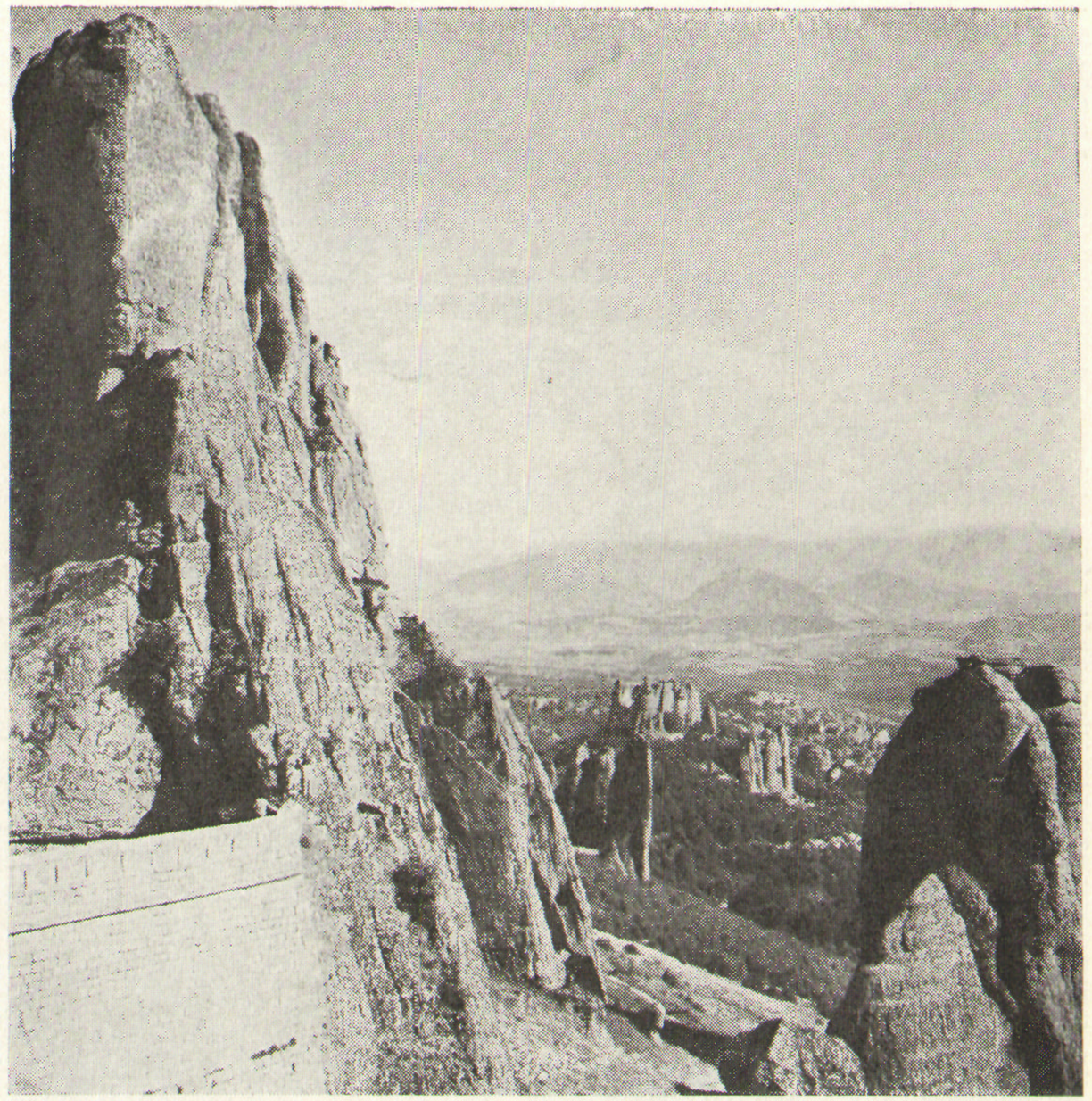
neighbouring towns and villages will have to be adapted to the neighbouring resorts as regards town planning, their architecture, organization and structure, economy and cultural life. Besides, the towns and villages should have a well-developed and well maintained centre for short stays and their surroundings should be organized, to meet all emergency requirements at the height of the season when all the regular hotels, camps etc., are full to capacity.

This is still not enough! One has to go still farther to reveal, register and organize all the possible tourist sites in such a manner as to provide the tourists with the necessary prerequisites for easy trips of half a day, a whole day or several days,which will enable them to become aware of more and more aspects of the creative genius of the people, and to see more of the country's landscape, where this genius was born, grew up and developed.

For instance, the visitors to Bulgaria are interested in the ruins of former civilizations, in old and interesting buildings, in rock and cave formations, in fish and game preserves, and in certain varieties of the flora and fauna. But if the latter are to be visited as they should, they, too, require the creation of the respective centres enabling them to receive and lodge tourists for shorter or longer periods. Figs. 122, 102, 103, 132, 134, 117, 118 and 131.

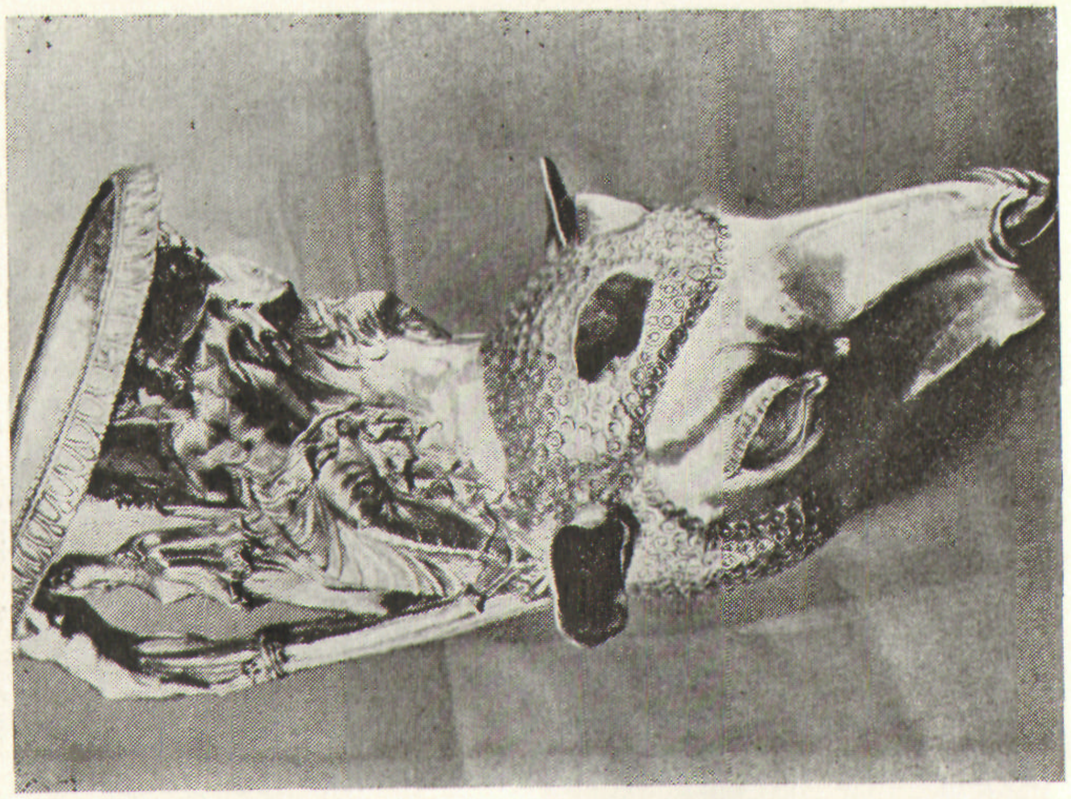
In Bulgaria the resort complexes for longer holidays are connected with a sufficient number of sights and places, some near, some more distant, which are unique in architectural and artistic quality. Excluding the well-known places of interest abroad, such as Odessa, Istanbul, Salonika and Athens, which are easily accessible from our territory by means of well-organized passenger services by sea or land, there are already many places of interest and beauty spots in Bulgaria worth a visit from the guests of our tourist centres.

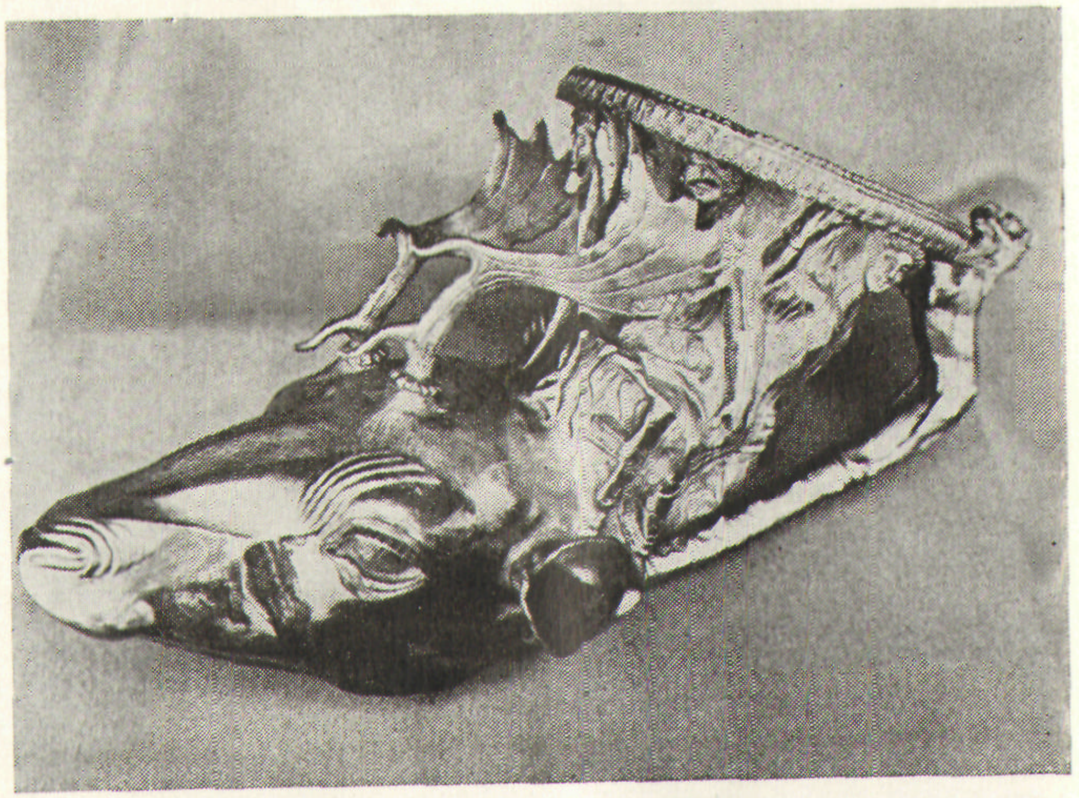
We may even start with the primitive, prehistoric man, who left lasting traces of his existence in our land from as far back as the Middle Palaeolithic Age (70,000 to 40,000 B. C.). Studies carried out so far, 'primarily in the caves along

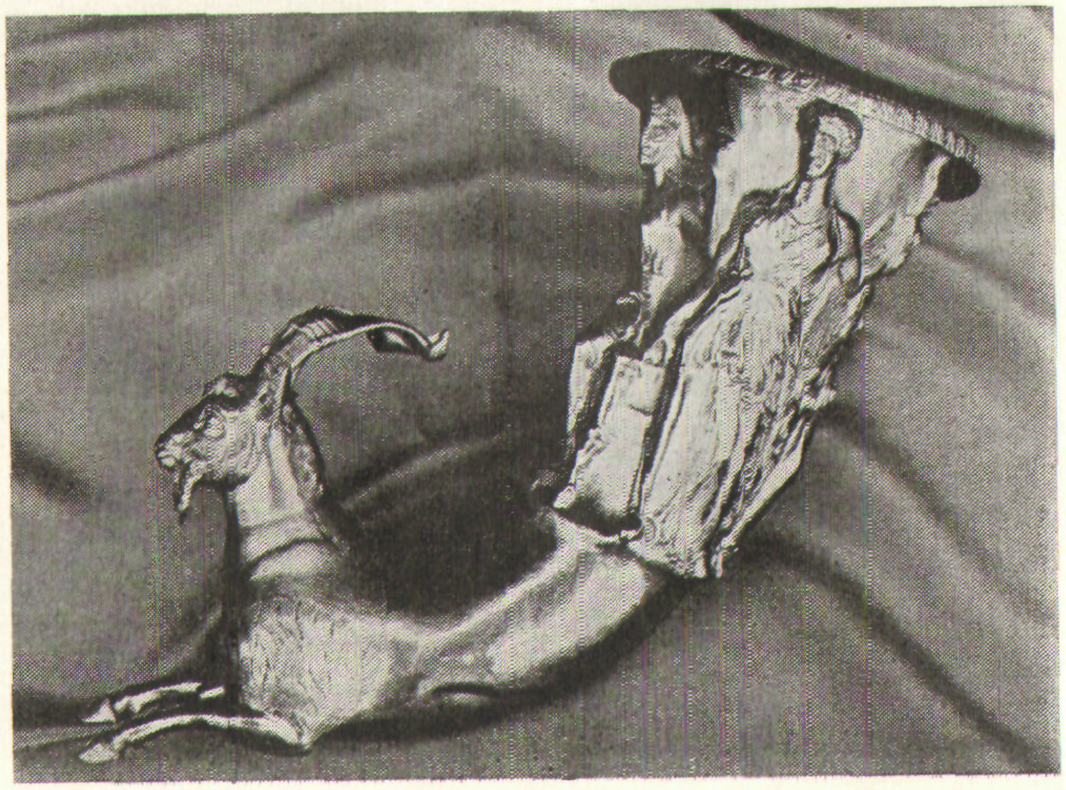












104–109. The golden treasure of Panagyurishté
D. F. A., Sofia





110. Detail of the Madara Horseman
D. F. A., Sofia
112. Kazanluk: Fresco in the dome of the tomb
D. F. A., Sofia

the reaches of the rivers Lom, Isker, Vit, Ossum and Yantra,'[21] enable us convincingly to decipher these very early pages of man's historical development. The Late Palaeolithic Age has likewise bequeathed us a certain number of settlements out in the open. Lasting traces of this type of settlement were discovered on the banks of the Danube near Roussé, near the village of Ossenets in the Razgrad district, as well as the largest Palaeolithic find out in the open space, near the Black Sea coast in the Pobiti Kamani (Dikilitash) area of the Varna district. The Bacho Kiro Cave in particular (near the Dryanovo Monastery), and the cave near the village of Devetaki, Lovech district 'belong to the multi-layer caves in Bulgaria, which were inhabited by people over many years.[21]

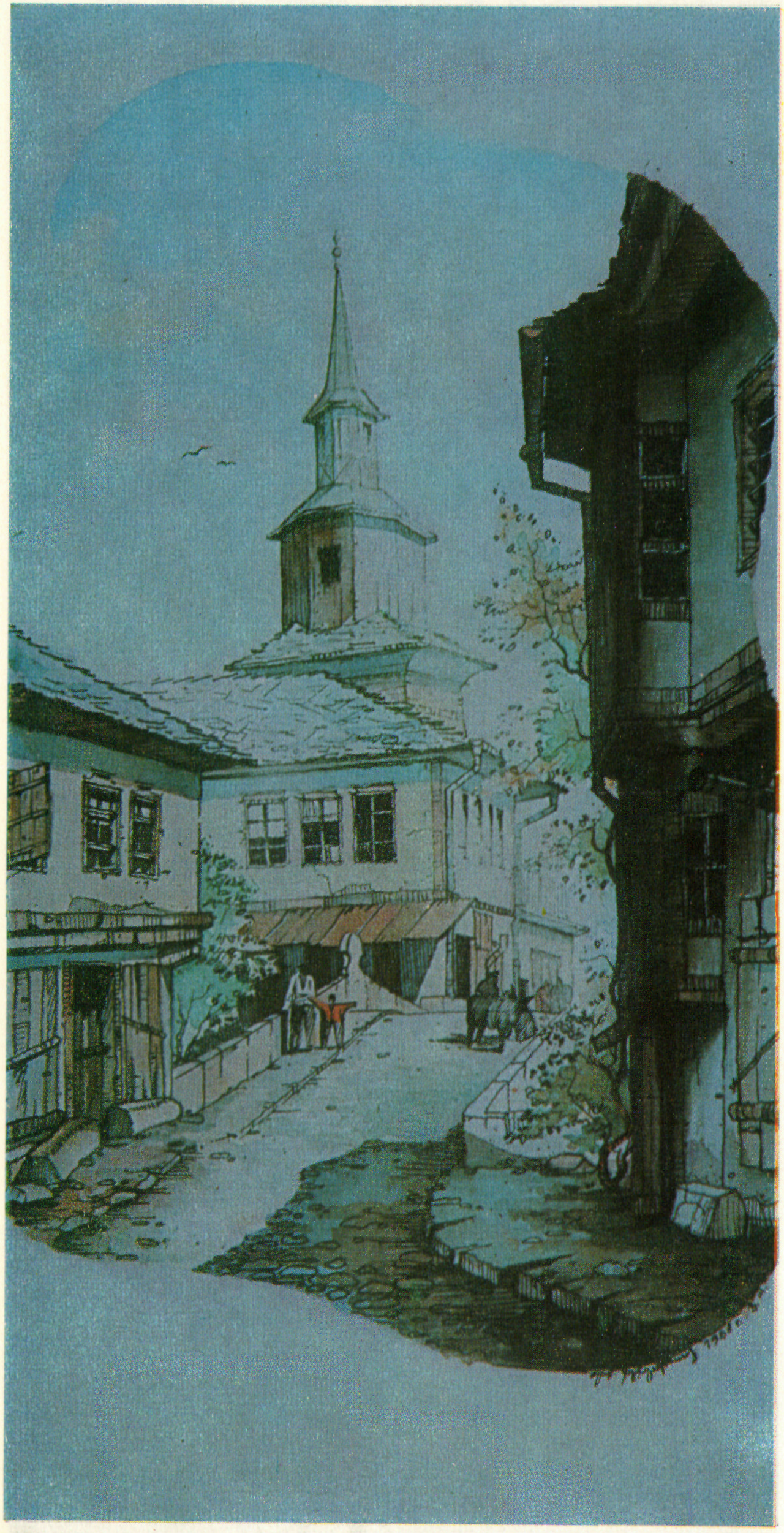
The settlement mounds in the plains, around rivers and springs, mostly in the eastern half of the country, remind us of 'the oldest tribes of farmers and shepherds who lived there between 6,000 and 3,000 B. C.'[21] It is interesting to note that 'a number of dwellings situated singly or in groups on either side of two narrow streets'[21] came to light in the mound near the village of Karanovo, Sliven district. This evidences 'planning' of the settlement: the dwellings were built on quadrangles of different sizes, and their walls consisted of wooden stakes and wattles, plastered with clay inside and out.'[21] The floors and the saddle roofs were also made of wooden beams.

There is a certain continuity linking this construction and that of the dwellings of the Bronze Age, of which the best-known are those found during the excavations and studies of 'the stake dwellings near the villages of Strashimirovo and Ezerovo near the Varna lake.'[21]

The Iron Age is known in our territory by the gold treasure found in the village of Vulchitrun, Pleven district, held to be the only treasure of this kind in the world. It probably belonged to an 8th century B. C. Thracian tribal chief. It is now in the National Archaeological Museum in Sofia. The little bronze figure of a stag found near Sevlievo, also in the National Archaeological Museum in Sofia, 'is a masterpiece of the an-







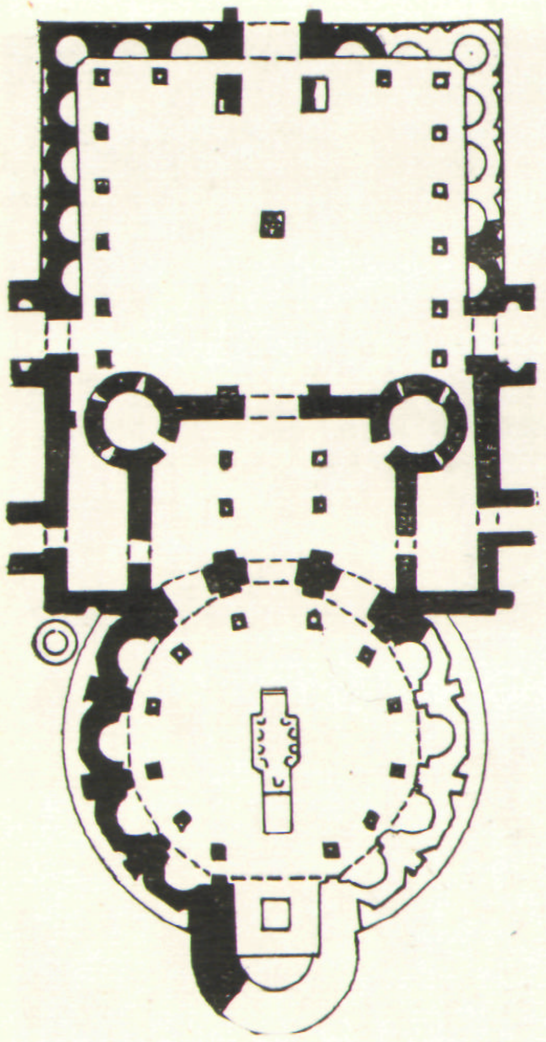
113. Tryavna: Architectural sketch, by S. Stanev
111. Kazanluk: Sketch of the plan and dimensions of the tomb
Drawn by T. Popova
115. Sofia: Plan of the Church of St Sophia
Drawn by T. Popova
116. Great Preslav: Plan of the Round Church
Drawn by T. Popova
117. Vratsa: Beautiful scenery in the Balkan Range
D. F. A., Sofia
118. Vratsa: The Ledenika cave
D. F. A., Sofia

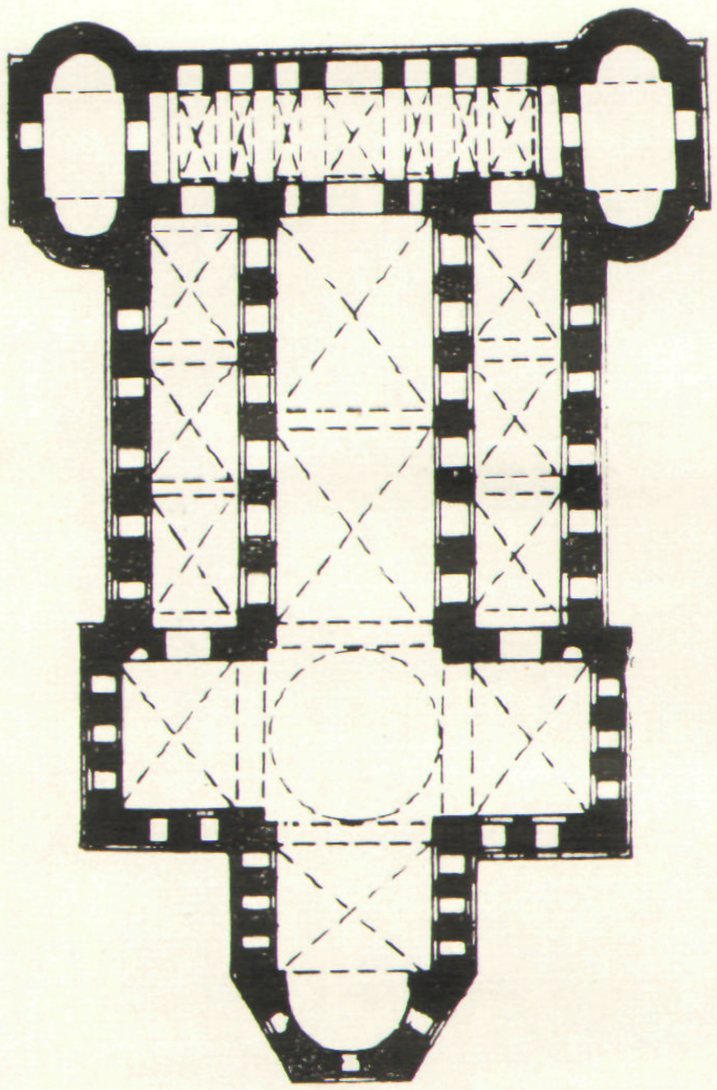
cient bronze plastic art of that time.'[21] The little stag discovered near Sevlievo, is an outstanding work of art of the Early Iron Age; for the moment, it is a unique example of this kind of ancient bronze sculpture, not only in our country, but also in the countries around us.'[21] There is another treasure in the Plovdiv Archaeological Museum – the Panagyurishté treasure, held to be the best example of Thracian goldsmith's art because of 'its splendid decoration and artistic workmanship.'[21] Figs. 104–109.

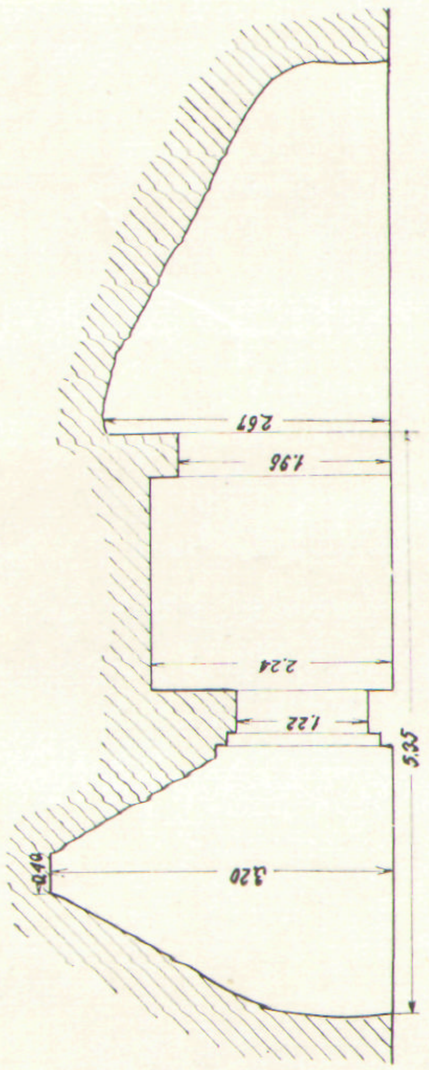
In the 8th and 7th centuries B. C. the Greeks colonized the European shores of the Aegean, the Sea of Marmara and the Black Sea. Many cities were founded at that time, which survived the events of later centuries, and to this day towns still exist on their former sites. Apollonia (Sozopol), Anchialo (Pomorié), Messemvria (Nessebur) and Odessos (Varna) are some of these settlements on Bulgarian territory. 'Apollonia was the most ancient of these colonies.'[21] The Dorian colony Messemvria was founded around 510 B. C. It is known, however, that Messemvria was founded on the site of an older Thracian settlement. And although we have no 'first-hand knowledge of the architecture of the Greek colonies on the Bulgarian Black Sea coast,'[21] it may be asserted with certainty that they were not very different in appearance from the remaining well-known ancient Greek settlements.

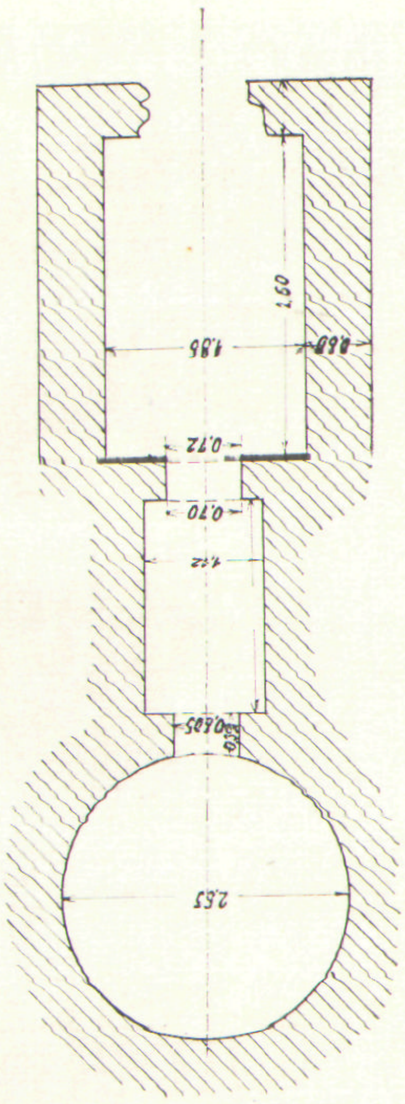
The burial mounds in our country are of great archaeological, historical, architectural and artistic importance. The burial mounds at the village of Mezek, Haskovo district, and at Kazanluk are very typical in this respect. 'The splendid frescos in it distinguish the burial mound near Kazanluk from the other thirteen similar ones that have been excavated so far. These frescoes are indeed masterpieces of antique art in the early Hellenistic period.'[21] Figs. 114, 111 and 112.

The Romans set foot in our peninsula at the end of the 3rd century B.C. Their persistent mil-

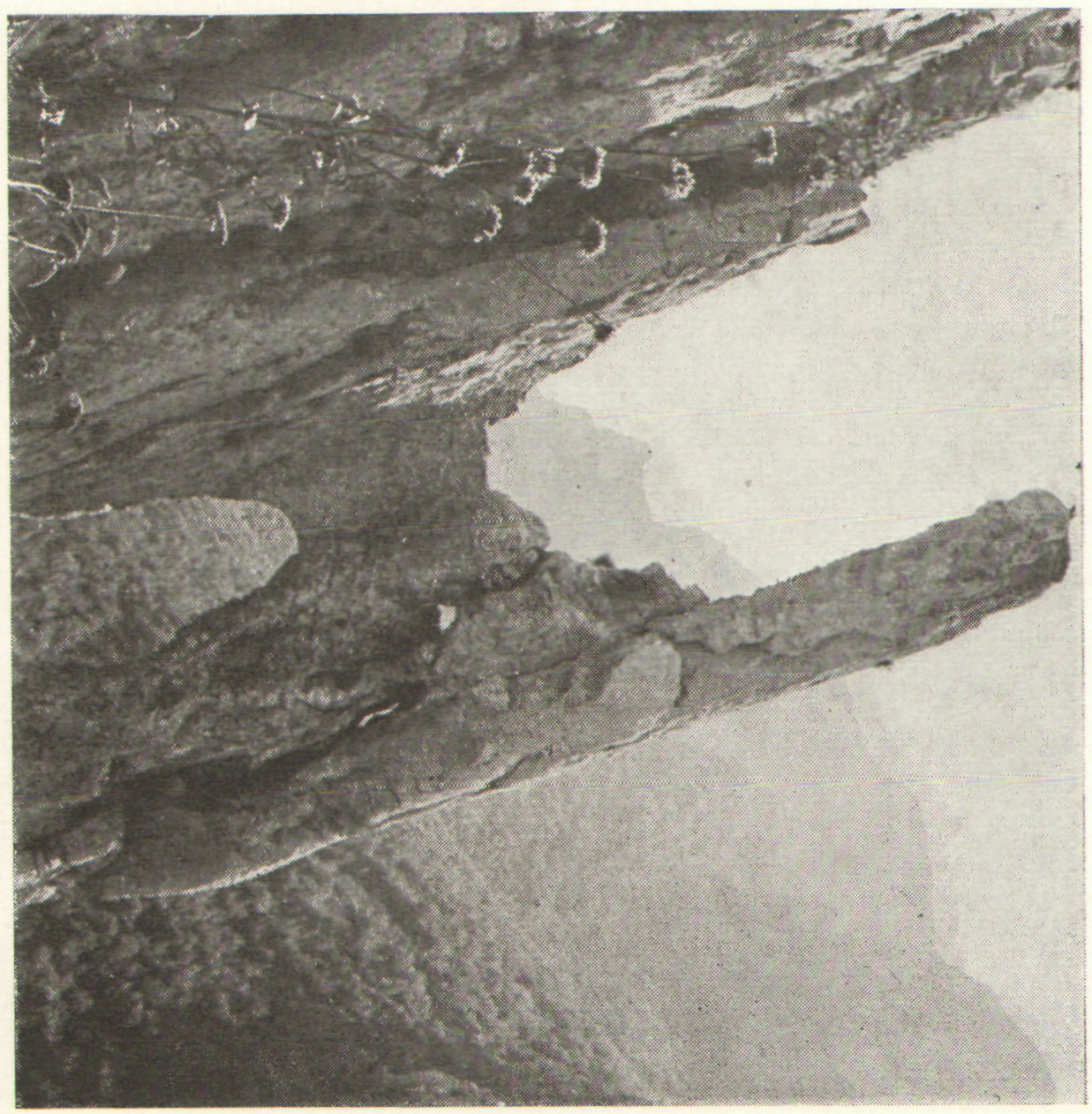


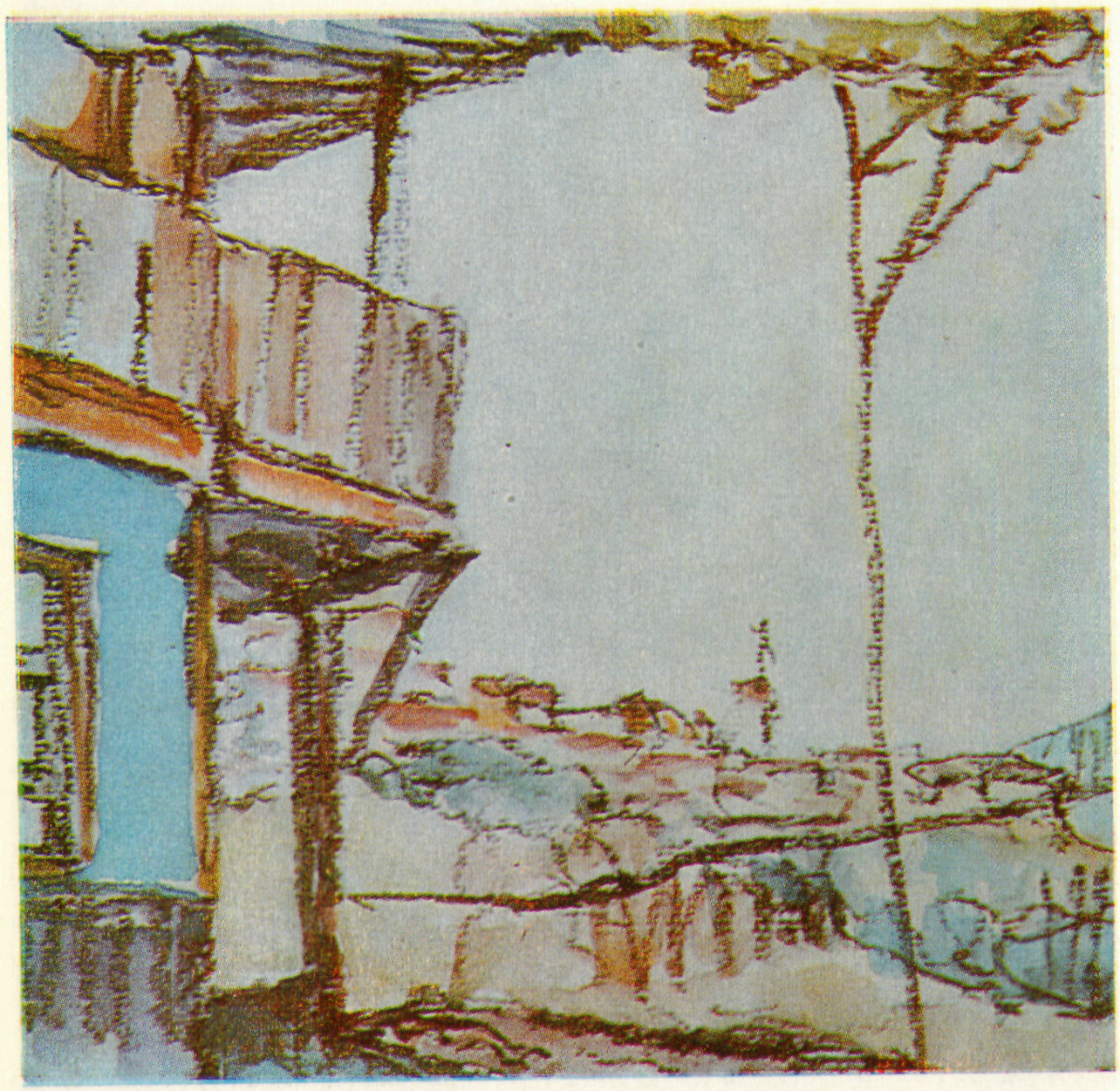



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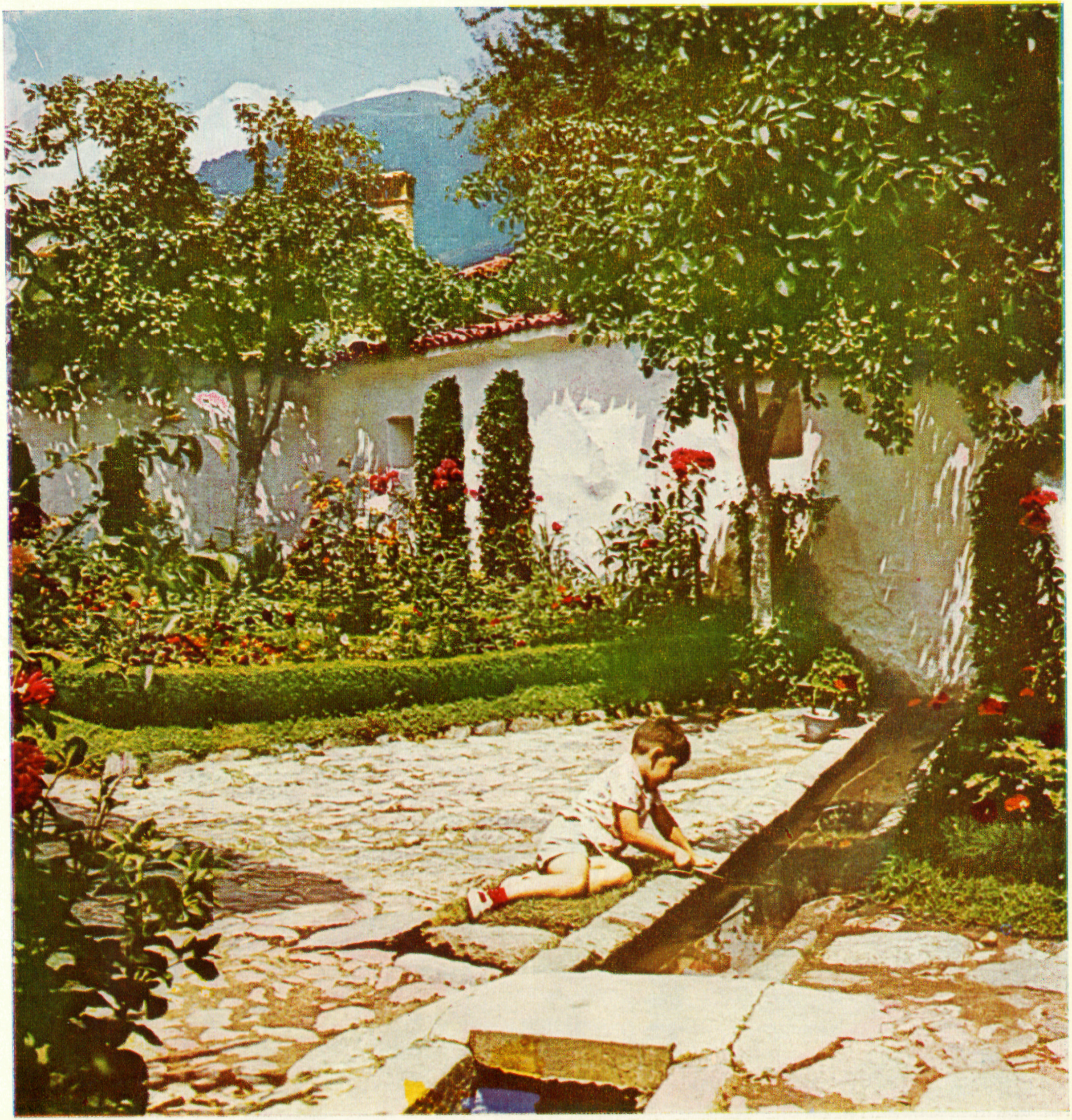








119. Veliko Turnovo: Architectural sketch of a unique profile, by N. Nenov
120. Nessebur Aquarelles: Architectural sketch, by S. Stefanov
121. A Karlovo courtyard
Photo by L. Yarichkov



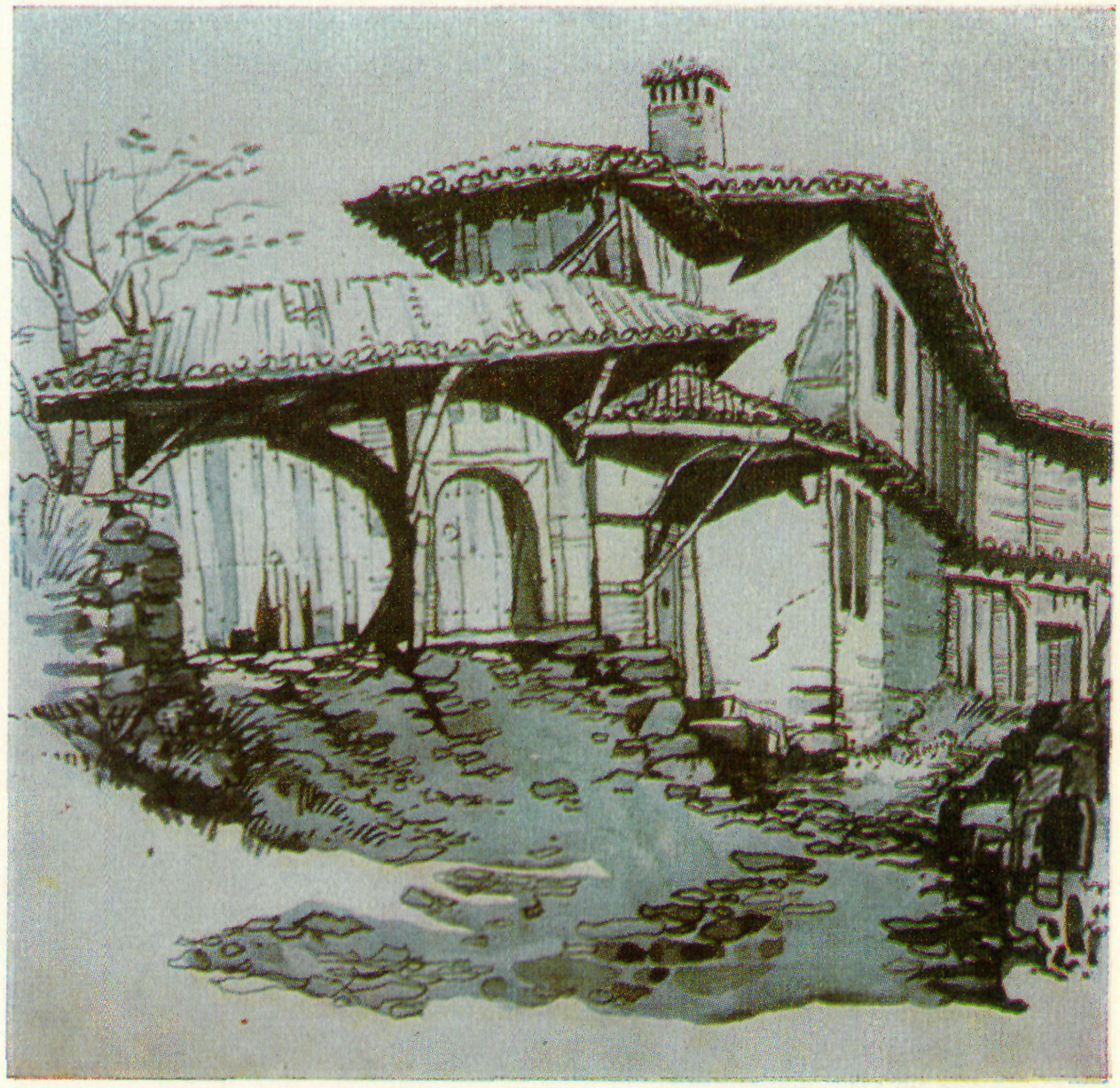


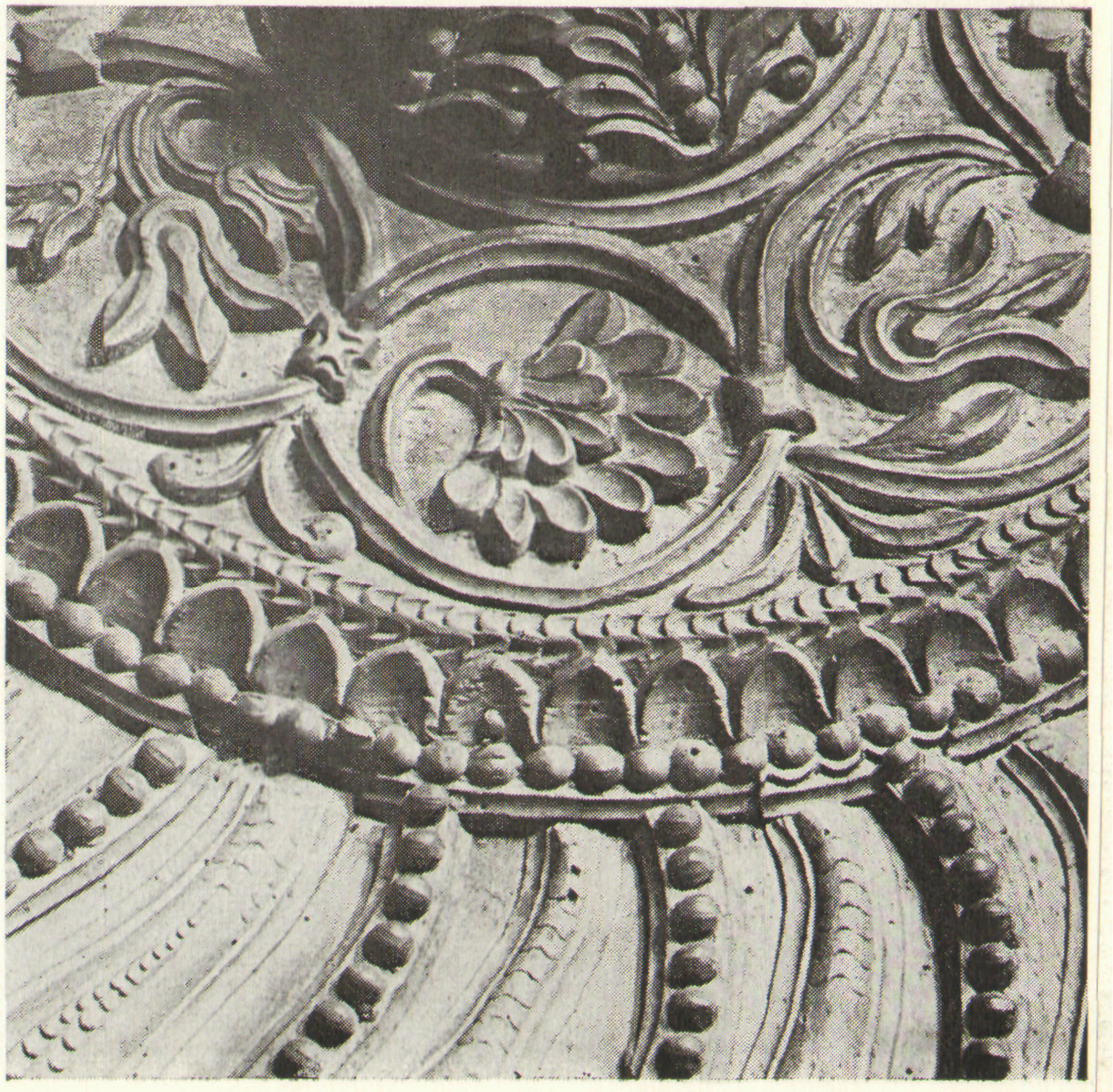
122. *Belogradchik: The fortress and the cliffs*
D. F. A., Sofia
123. *Koprivshtitsa: Architectural sketch of a gate, by S. Stefanov*
124. *Tryavna: A carved ceiling*
D. F. A., Sofia

itary operations gradually subdued Macedonia (148 B. C.), Hellas (146 B. C.), Moesia (15 A. D.) and Thrace (46 A. D.). To consolidate their *limes* on the 'Lower Danube', the Romans began the intense construction of fortifications: the camps (castra) and the lesser fortified points in between, the castelli. These fortified frontier castra and castelli were later to grow into the populous settlements of the legions – Ratiaria (the village of Archar, Vidin district), Oescus (the village of Gigen, near Nikopol), Nove (Stuklen near Svishtov) and Durostorum (Silistra). As far back as the reign of the Emperor Trajan (96-117 A. D.) and of the Emperor Hadrian (117-138 A. D.), a number of towns emerged: Serdica (Sofia), Pautalia (Kyustendil), Adrianople (Edirné in Turkey), Nicopolis ad Nestrum (near the town of Gotsé Delchev), Augusta Trajana (Stara Zagora) and others north of the Balkan Mountains – Nicopolis ad Istrum (near the village of Nikyup, Turnovo district) and Marcianopolis (the village of Reka Devnya, Varna district). The city of Philippopolis (Plovdiv) was held at the time to be one of the finest cities in Thrace and in the Roman-Hellenistic East in general, and it was therefore made into the main city, the metropolis of the province of Thrace. The architecture of all these towns was stunning in its sheer size and splendour.

In 380 A. D., after being proclaimed the sole religion of the state, Christianity left its imprint on architecture and art in general, and also on the architecture of our territories. With unparalleled fanaticism, this religion assailed all that was paganism. Numerous monuments of art, many shrines and temples were the victims of this fanaticism, being destroyed or turned into Christian churches. Serdica (Sofia) was an important centre of Christianity, and there an oecumenical council was even convened in 343-344 A. D.

Bulgaria has a number of monuments of the Christian religion, certain of which mark some important historical moments as regards architecture and construction. For instance, in its structure and planning, the Church of St Sophia in Sofia possesses many elements which appear much later in the Romanesque architecture of the West. Another such example of ecclesiastical







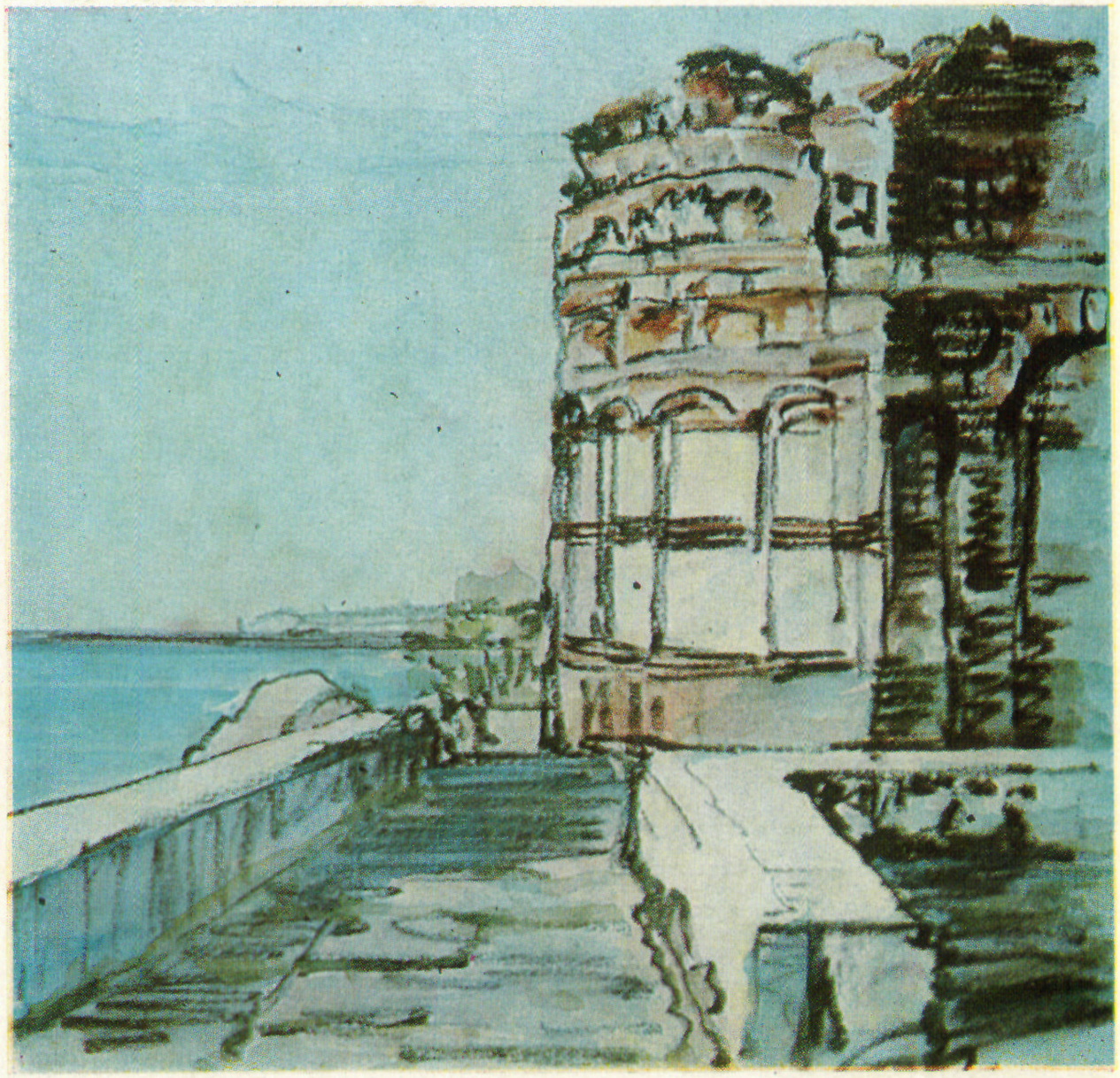


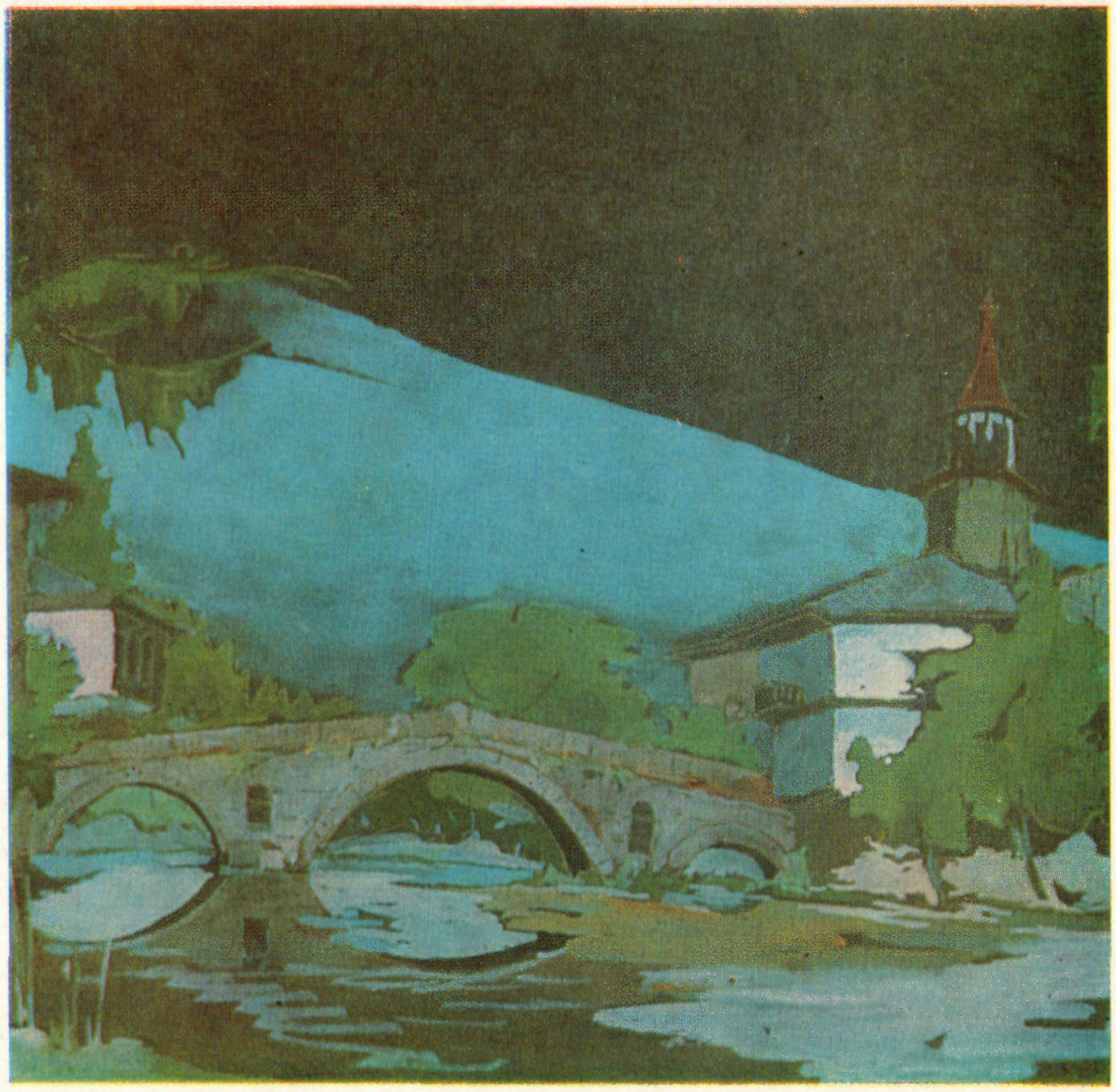
125. Nessebur silhouettes: Architectural sketch, by N. Nenov
126. Nessebur: Contemplation. Architectural sketch by N. Nenov
127. The Madara Horseman and its surroundings
Photo by L. Yarichkov





128. A folk singer, amateur artistic group
From Resorts
129. Nessebur: The sea-shore. Architectural sketch **by** *N. Nenov*
130. Tryavna: Architectural sketch, by S. Stanev









architecture at the close of the late Antique era in our country is the Red Church near the village of Pastrousha, not far from Peroushtitsa – 'a first-class monument, the ruins of which are impressive even at present.' It was probably built at the end of the 5th or the beginning of the 6th century.

The first Slav state of the Seven Slav Tribes was set up in the second half of the 7th century on the territories north of the Balkan Mountains. 'This state, in alliance with the other Slavs of the Peninsula, was engaged in a grievous struggle against Byzantium, when the Old Bulgarians of Asparouh (Isperih) appeared on the Danube .... The Slavs and Old Bulgarians brought in their own original culture with them, but they also found the rich heritage of Antiquity; they not only preserved it, but also used it in a creative manner in the development of their culture of later days. Even at present, the ruins of the Old Bulgarian capitals Pliska and Preslav testify unambiguously to the advanced civilization of the medieval Bulgarian state of the 9th and 10th centuries. The Preslav architects had an intensely developed feeling for and devotion to polychromy, diversity, lively and playful lines and forms, which undoubtedly reflected the population's artistic taste,'[21] displayed extremely vividly and clearly in the Round Church in the outer town of Great Preslav (Fig. 116). The Preslav school of architecture based its creative skills on the rich inheritance of Antiquity and on the excellent traditions of the Pliska master-builders. Consequently, the influence of this school of architecture was considerable throughout the country.

The Old Bulgarian 'inscriptions of the Khans', of which more than sixty have been discovered so far, are of enormous historic value to our people. They constitute, in fact, 'state archives, engraved in stone, of the most precious historical documents.. with splendid pages of the initial history of our people.'[21] In addition 'the Old Bulgarians were in the habit of carving their inscriptions on rocks, as is the case with the detailed inscription around the well-known relief of the Madara Horseman, carved on the cliff above the village of Madara, Shoumen district.'[21] (Figs. 127, 137 and 110). This monument of Bulgarian culture is dated to the 9th century – the time of Omourtag – and is held by some scientists to be the only one of its kind in Europe.

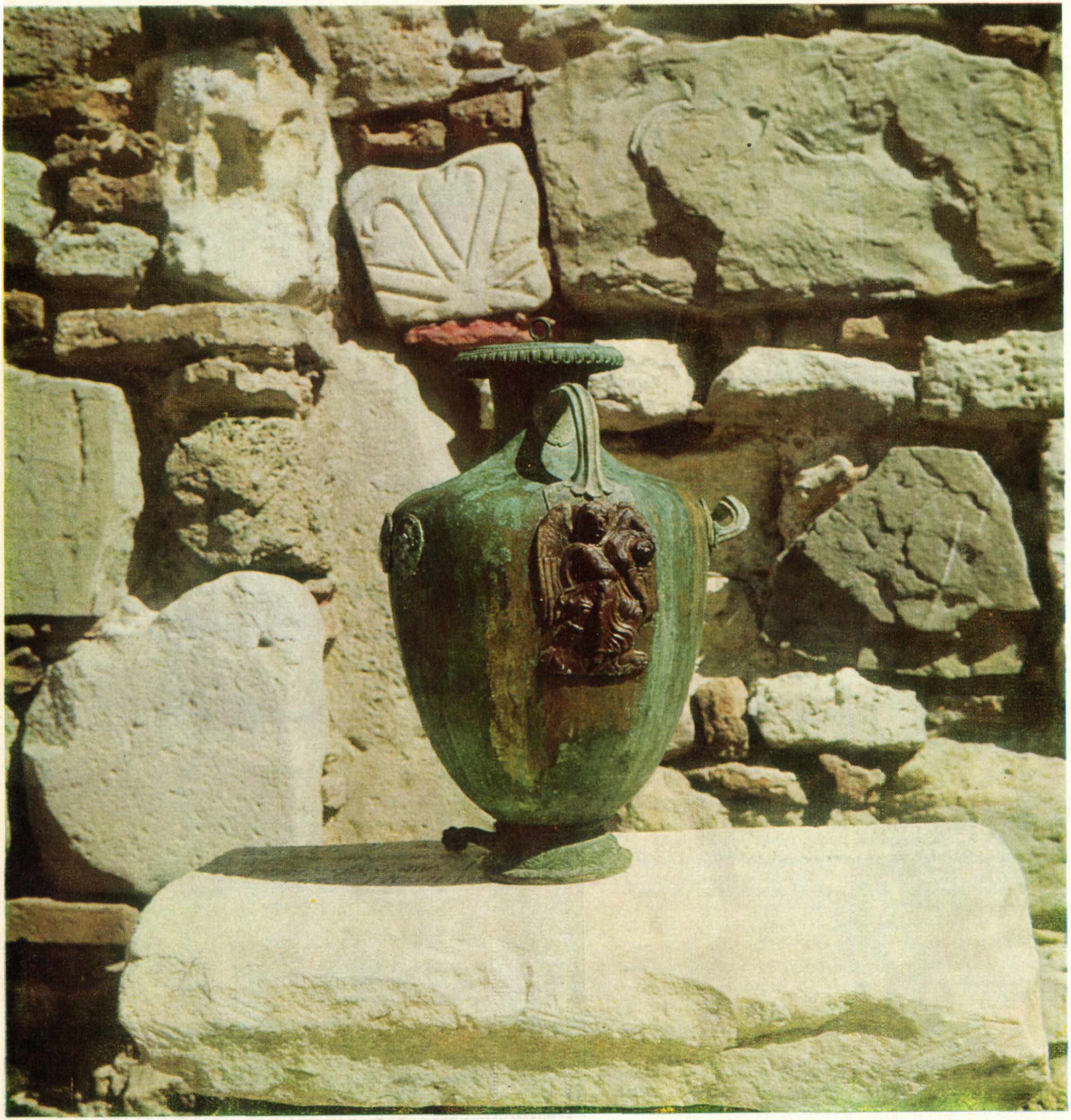
The Rila Monastery played a most important part in the struggle against Byzantine assimi-



131. Old trees along the E-5 N International Highway, between Sofia and Plovdiv
Photo by B. Dimitrov

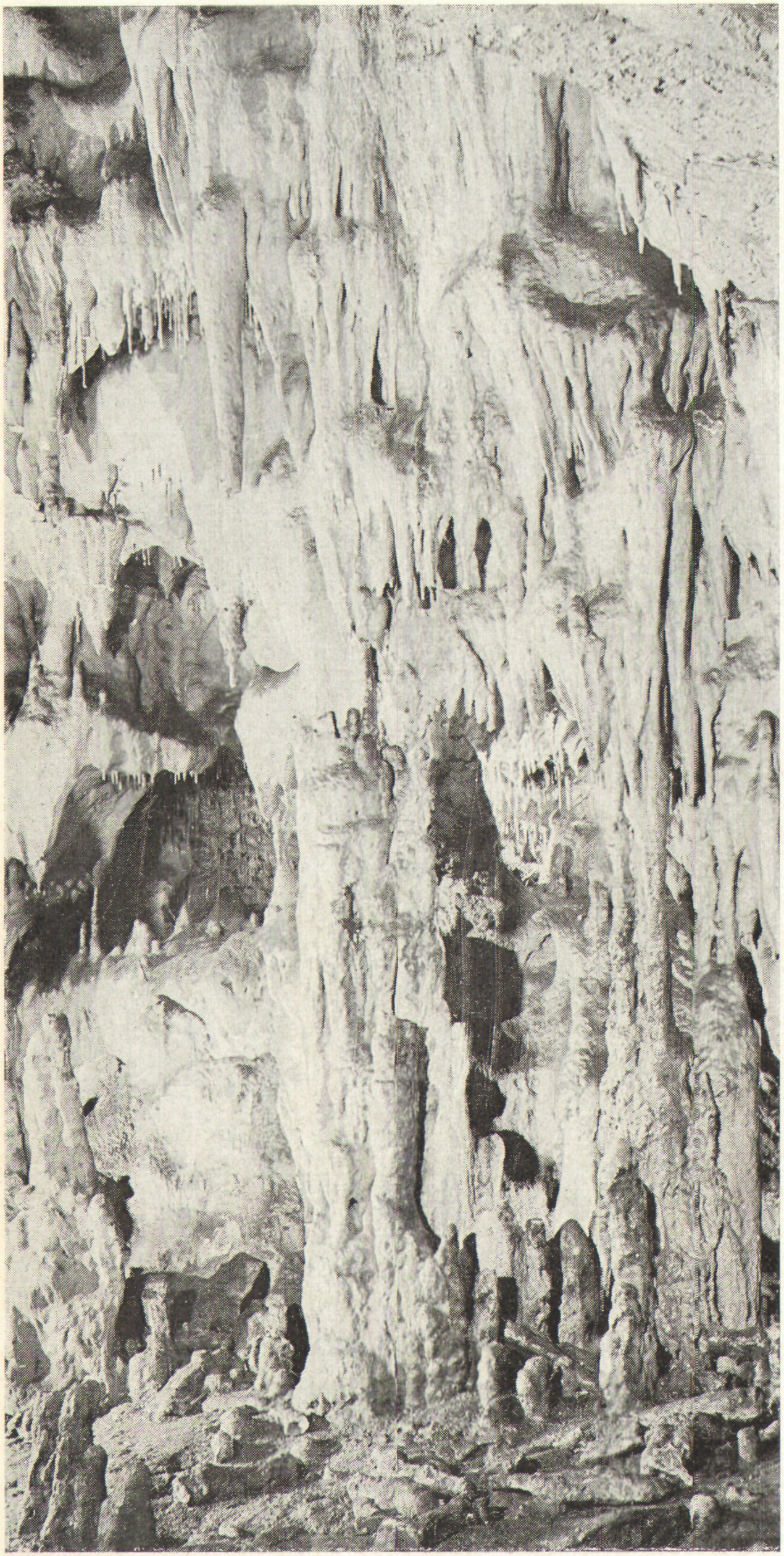
137. The Rabisha cave near Belogradchik. The first artists

133. Veliko Turnovo: Architectural sketch of a typical street ensemble, by N. Nenov



134. Nessebur: Tales told by archaeology
From Resorts
135. Nessebur colours: Architectural sketch, by S. Stefanov





136. The Rabisha cave: Nature speaks
D. F. A., Sofia
137. The Madara Horseman. Cliff relief by ancient masters
D. F. A., Sofia

lation, just as it did later in the struggle against Ottoman domination. It is presumed that 'the first edifice of the Rila Monastery, of which nothing has come down to us, was built with funds donated by Tsar Peter (927-969 A. D.).'

But a fairly powerful characterization of the Bulgarian people's struggle against Byzantine influence can be found in the frescoes of the Boyana Church near Sofia, which was probably built in the second half of the 11th century and belonged to the famous fortress of Boyana. Fig. 94.

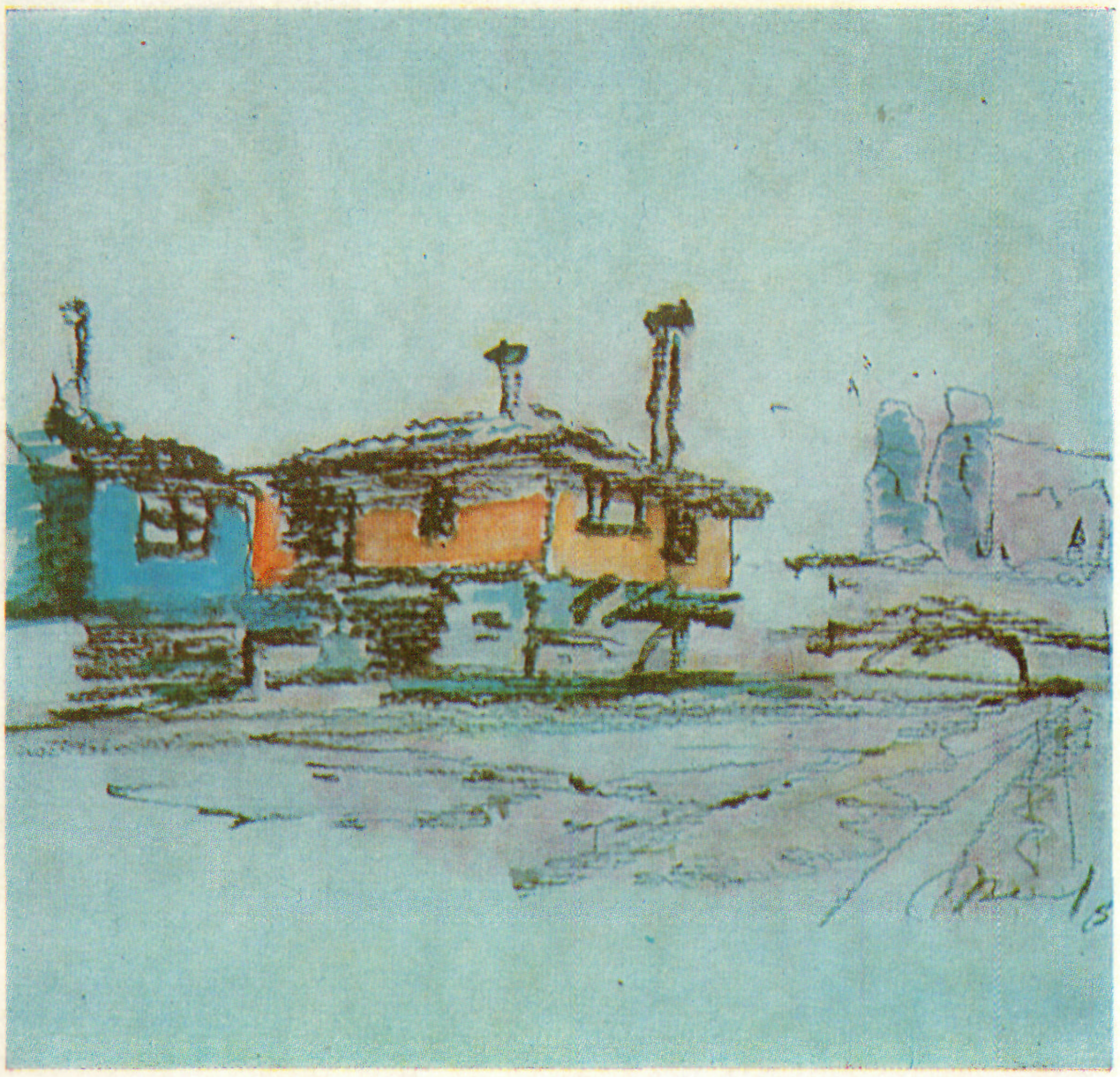
The town of Veliko Turnovo, the capital of the Second Bulgarian Kingdom, is of exceptionally great historical, archaeological, and architectural and urbanistic interest. In addition to the excavations on the Tsarevets and Trapezitsa sites, which have shed abundant light on the architecture and culture of the medieval Bulgarian capital, and to the numerous cultural monuments of more recent times throughout the old section of Veliko Turnovo, there is also the town's situation in a unique natural environment – a real fortress of the Bulgarian spirit. Figs. 119 and 133.

This is what the Mexican painters Professor Rodpeles and Professor Alvarez said in 1955: 'Turnovo is one of the finest towns we have ever seen. . . an imposing, splendid, wonderful view. . . . An interesting and rare accumulation of simple, pure architecture, created by the people for themselves. Turnovo is Bulgaria, i. e. a devotedly preserved tradition, man's indestructible link with his native land, the faith of a people, who kept alive their fighting spirit and devotion to freedom throughout the ages. All over Turnovo, we were conscious of the Bulgarian people's national character and of their enormous capacity of understanding the landscape – a proof of their creative genius.' Figs. 101, 134, 93, 120, 135, 125, 126, 129 and 95.

Undoubtedly our towns and villages, and the houses, which embody the characteristics of the Bulgarian National Revival period are of the greatest interest: Nessebur, Sozopol, Zheravna, Kotel, Turnovo, Tryavna, Arbanassi, Koprivshtitsa, Karlovo, Melnik, the Rila Monastery, Plovdiv, Raikovo, Smolyan, etc. Figs. 113, 130, 124, 96, 139 and 121.







138. Melnik: Architectural sketch, by N. Nenov
139. Koprivshtitsa: Guard, architectural sketch by N. Nenov
140. Bagpipe players, amateur artistic group
From Resorts

The development of domestic and international tourism in our country requires the parallel building up of a good material centre for short and long holidays and additional efforts in the study, registration, reconstruction and extension of the monuments of culture and architecture, in order to bring them in line with the needs of every visitor, be he scholar or amateur. Of course, individual efforts in this direction may be commendable, but truly lasting results can only be achieved if this work is taken up by every cultural and administrative institute, by the entire army of workers in the front line of culture and art, by every patriot who honours the treasures of his people Figs. 138, 97, 98, 99 and 100.

With the direct and competent participation of the Institute for the Preservation of Cultural Monuments, and with the assistance of the respective district people's councils, the Central Committee for Tourism has undertaken to restore and maintain for the requirements of tourism 50 houses of historical interest in Nessebur, 10 houses in Sozopol, 8 houses in Zheravna, 8 houses in Melnik, and 8 houses in Kotel. At the same time, the Central Committee for Tourism has undertaken the complete planning of the old part of Nessebur which is of exceptionally great interest to the tourists in our seaside resorts. This town, which has been in existence for thousands of years, has preserved some important chapters of its history and culture, although the centuries have obliterated both people and events; it has brought legends to life before us, to this day retaining its unique architectural and artistic aspect.

People experienced in international tourism assert that tourism cannot develop without attractions. Our country has done much in this field, in creating a contemporary centre and in restoring a number of attractive places of historical interest. However, work cannot stop there, because it has only just begun! There is still a great deal to be done to bring the past to life.



4. OUR ROADS AND THE FACILITIES THEY OFFER MOTORISTS

In our day no country can organize its life and economic activity without having roads that meet the requirements of modern means of transport. Roads are just as important for any country's national economy as the arteries are for the existence of the human system. Moreover, a tourist industry in our own day and in the future, too, are utterly unthinkable without impeccable roads, affording passage at any time to any kind of transport, without well-organized reception buildings and other indispensable facilities for technical assistance to the travellers and for meeting their daily needs.

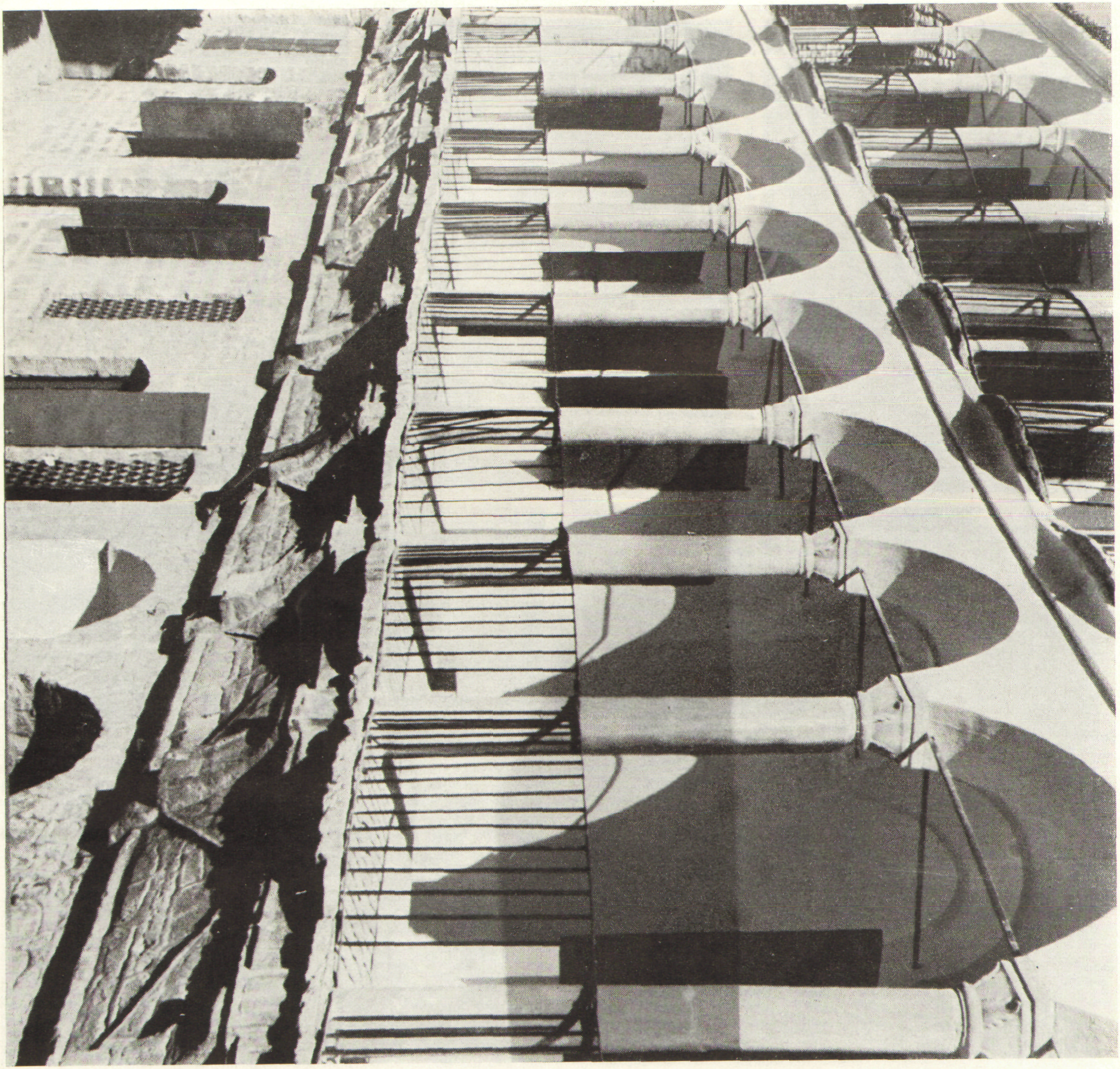
According to the nature of transport, there are various kinds of roads with their respective equipment. For thousands and thousands of years, people have used *River Transport*, though the means used in the past were primitive. Even today, this kind of transport has not outlived its significance, both for tourism and for the economy. *Sea Transport* has also been widely used for a long time – even by the peoples of the 7th century B. C. In the slave-holding era, these two kinds of water transport were gradually differentiated into a special branch of economic activity, associated with the intense commercial activities of those days.

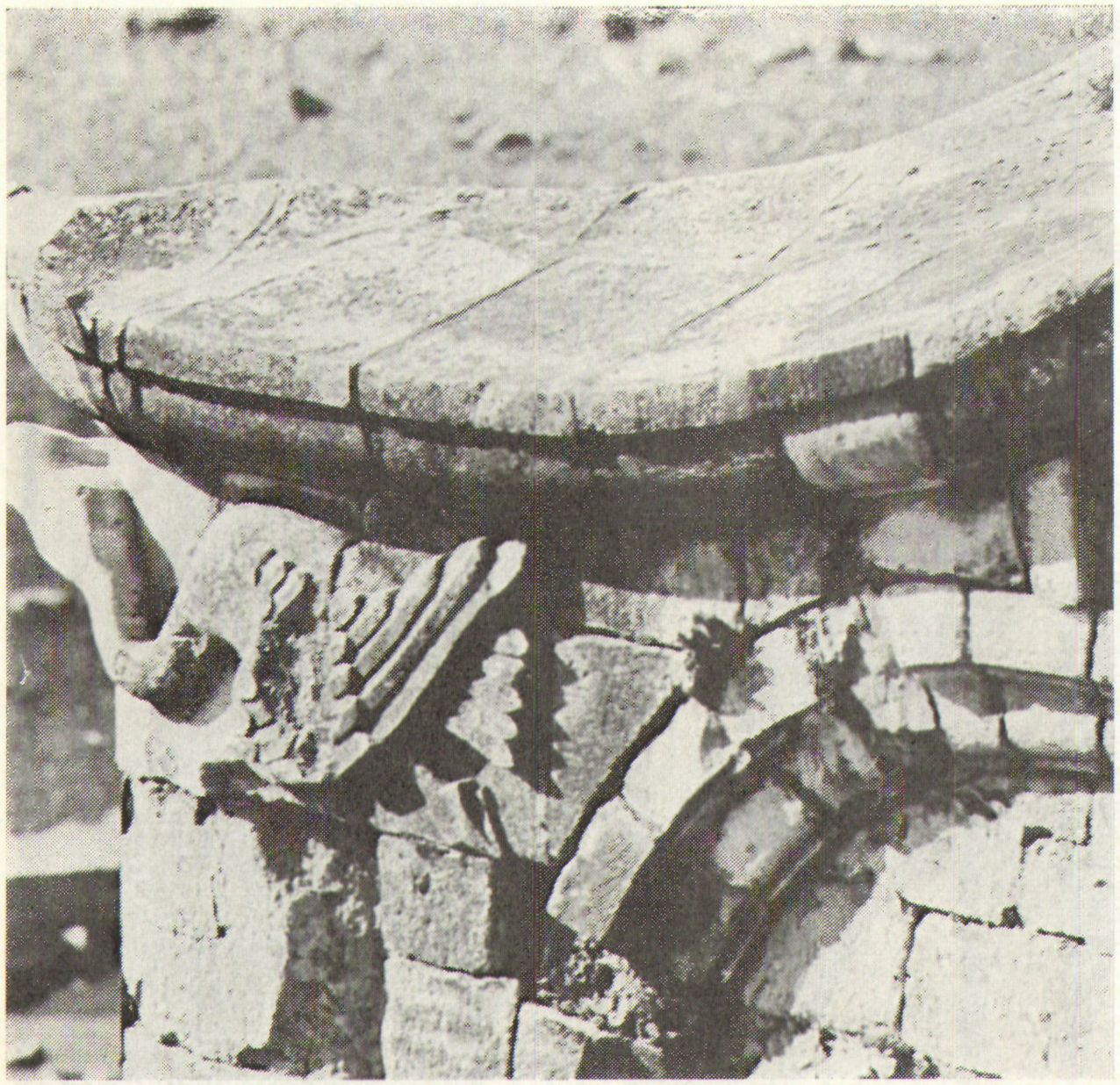
The possibilities of water transport in ancient times were brilliantly proved by the Swedish explorer Thor Heyerdal and his companions who crossed the Pacific from Peru to the Polynesian Islands in 1947 on the Kontiki, a primitive raft made of balsa logs, a notable feat, indeed.

The discovery of the steam engine placed shipping in entirely new circumstances; shipping became the only large-scale, basic intercontinental transport of its day. Today heavy and bulky cargoes are also effectively carried to their destinations by water. The relatively slow rate of the water route should be noted as its principal shortcoming. That is why, though used for cruising and therefore for tourism, this means of transport is not so widespread.

Travel by land is of the greatest importance for tourism and for the economy in general. Here, too, there are two forms: travel by road and by rail. Roads were in use as far back as the 8th and 4th centuries B. C., in the times of the primitive communal order. However, it was the Romans who became the finest builders of artificial stone-paved roads, which they used chiefly for military purposes. These roads were built for carts and chariots drawn by oxen or horses

141. Veliko Turnovo: The Nikoli Inn (built by Kolyo Ficheto) Photo by L. Yarichkov

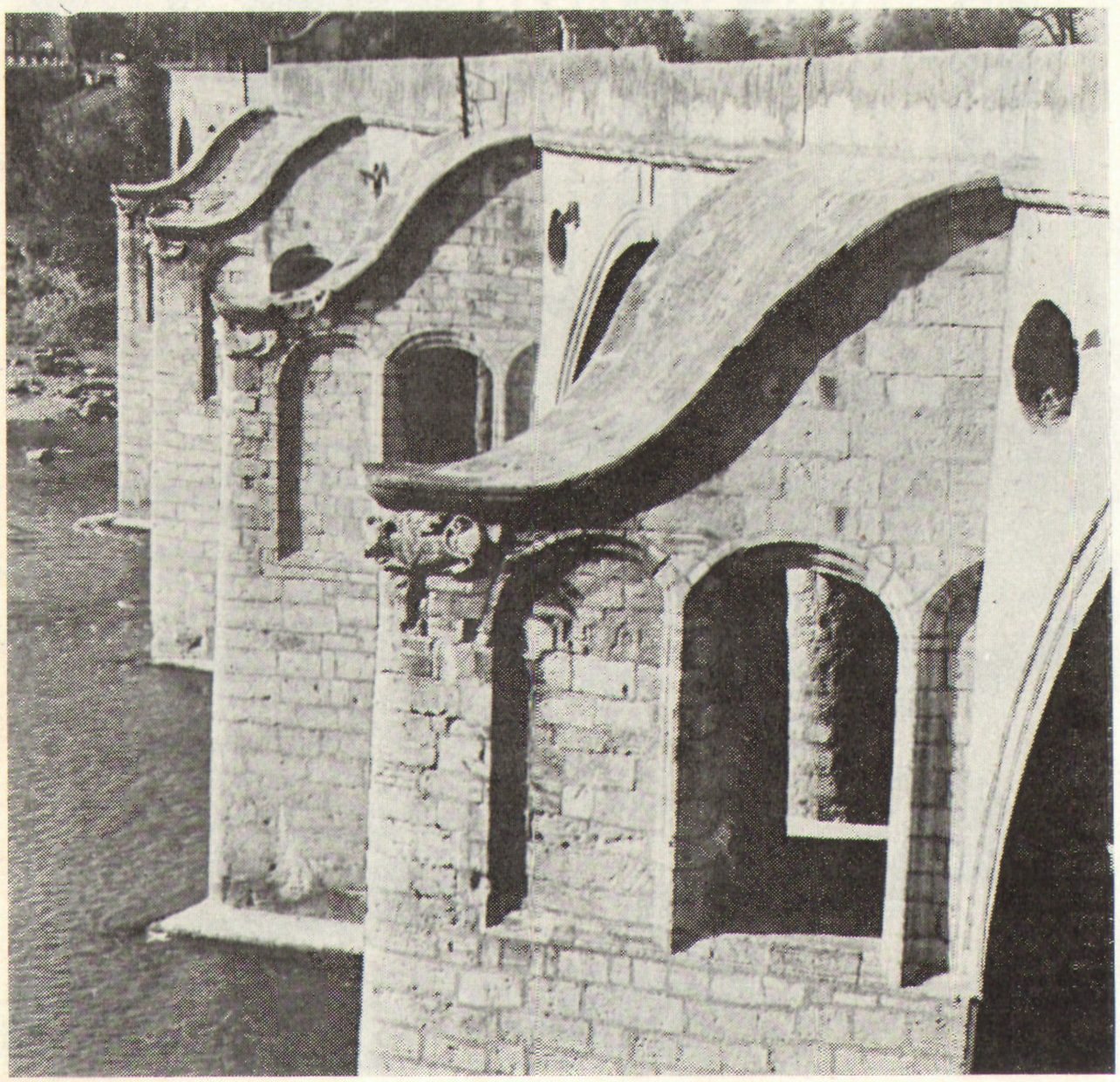




and had long straight stretches running over many embankments, and much slave labour was used in their construction. Many layers of stone paving, with a surface of large stone slabs and a total depth of between 1 and 1.20 metres are characteristic features of the Roman roads.

In the 17th century, France built an extensive network of roads which did not differ much from the well-known Roman roads. The cart-tracks gradually lost their importance at the end of the 19th century with the advent of the motor-car. Motor transport began its extensive development after the First World War (1914-1918). Today motor transport takes first place, being of the greatest importance to internal and international tourism.

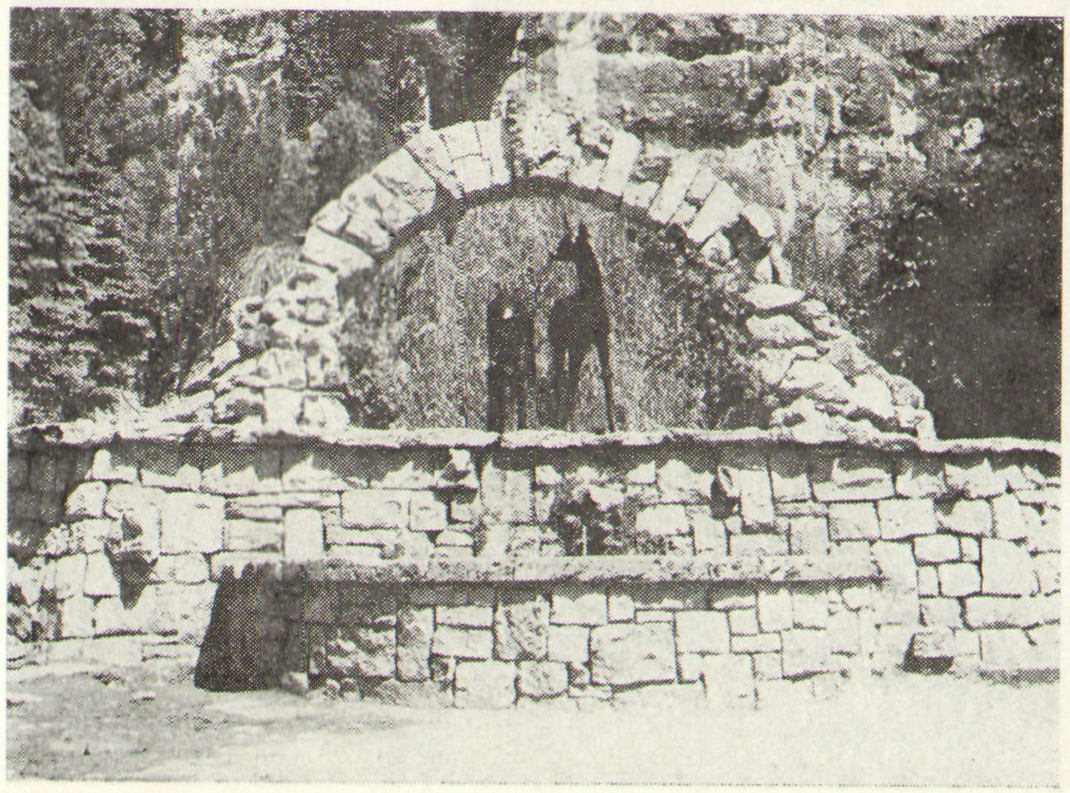
Railway transport appeared in the first half of the 19th century, when steam engines were assigned their great economic task. Railways are a comparatively rapid mass means of transport. However, their shortcomings, as regards tourism, lie in their strictly defined routes, speeds and time-tables. These restrictions do not make them very



142. Bridge over the Yantra near Byala
143. Bridge over the Yantra near Byala (built by Kolyo Ficheto)
D. F. A., Sofia
144. A decorative rotunda on the panoramic highway near Varna
Photo by B. Dimitrov
145. Pleven: Deer in the tourist park Kailuka
Photo by B. Dimitrov
146. The Heroes' Pantheon: roadside unit
Photo by B. Dimitrov
147. Sofia: The Pliska Hotel, by Tzvetkov and Lozanov
Photo by L. Yarichkov











148. Inn near Sliven
From Resorts
149. Crossing the Balkan Range
Photo by B. Dimitrov
150. A tourist highway and its scenery
Photo by B. Dimitrov

suitable for the requirements of tourism, for pleasure trips, or when it is important to save tourists' time.

In the early 20th century, after the First World War, mankind acquired the services of *Air Transport*. Today, it is playing an increasingly important economic role, especially in direct flights over great distances. Through its very effective speed, air transport has to a considerable extent supplanted intercontinental transoceanic passenger shipping. Air transport has great tasks to perform in the service of international and domestic tourism. It saves time. For the moment, its main shortcomings are its restricted freight capacity and its relatively expensive maintenance, which influence the cost of fares.

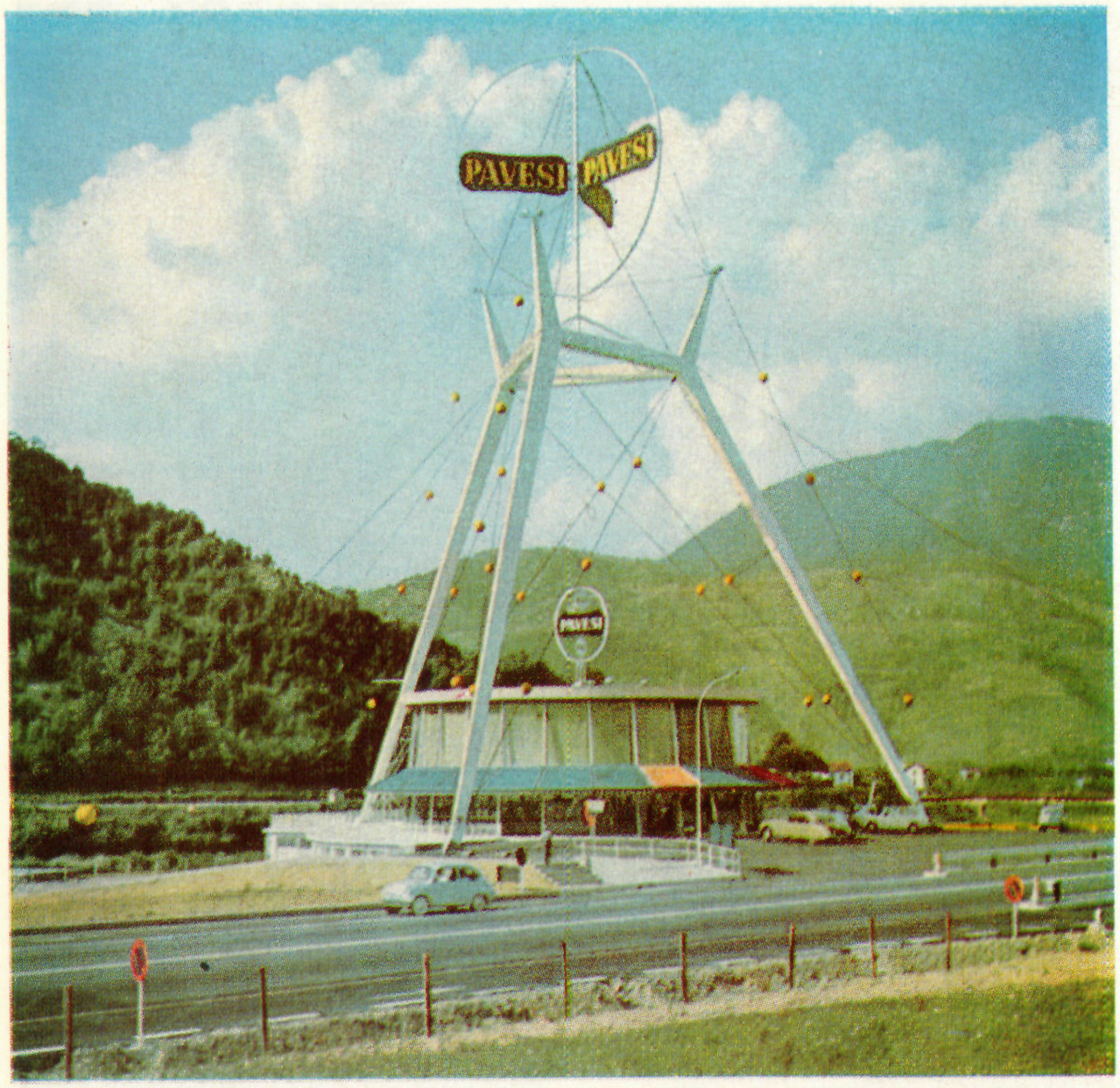
Because of their specific nature, water and air transport require technically and functionally well-organized reception and starting points (ports and airports). Quite naturally, they are very complicated and expensive complexes of equipment and buildings, so designed and dimensioned as to be capable of safely receiving and dispatching every kind of contemporary ship and aircraft.

In addition to the ships and aircraft, to the piers and equipment for the regular maintenance of river and sea depths in the area of the ports, to the landing strips for aircraft, taxiing and parking round the clock at all seasons and in all weather conditions, the ports and airports require reception buildings offering prompt and polite services to travellers. These buildings should have a clear route line, pleasantly arranged interiors, with impressive, properly resolved plans and architectural treatment.

The railway transport network has its own almost uniform, standardized system, endorsed by international conventions, for the construction of the permanent way with the necessary buildings and equipment. The express trains of today, drawn by electric or diesel engines, are excellent mass means of transport, providing satisfactory services for most of the cultural and other requirements of travellers and tourists. The railway transport reception buildings ought to have a much larger passenger traffic capacity to









151. The Rome-Naples highway, photo
152. Inn near Gabrovo
Photo by L. Yarichkov
153. Veliko Turnovo: The Town Hotel and Restaurant, byDimchev and Kolandjiev
Photo by L. Yarichkov

meet all other service requirements of the travellers rapidly and satisfactorily.

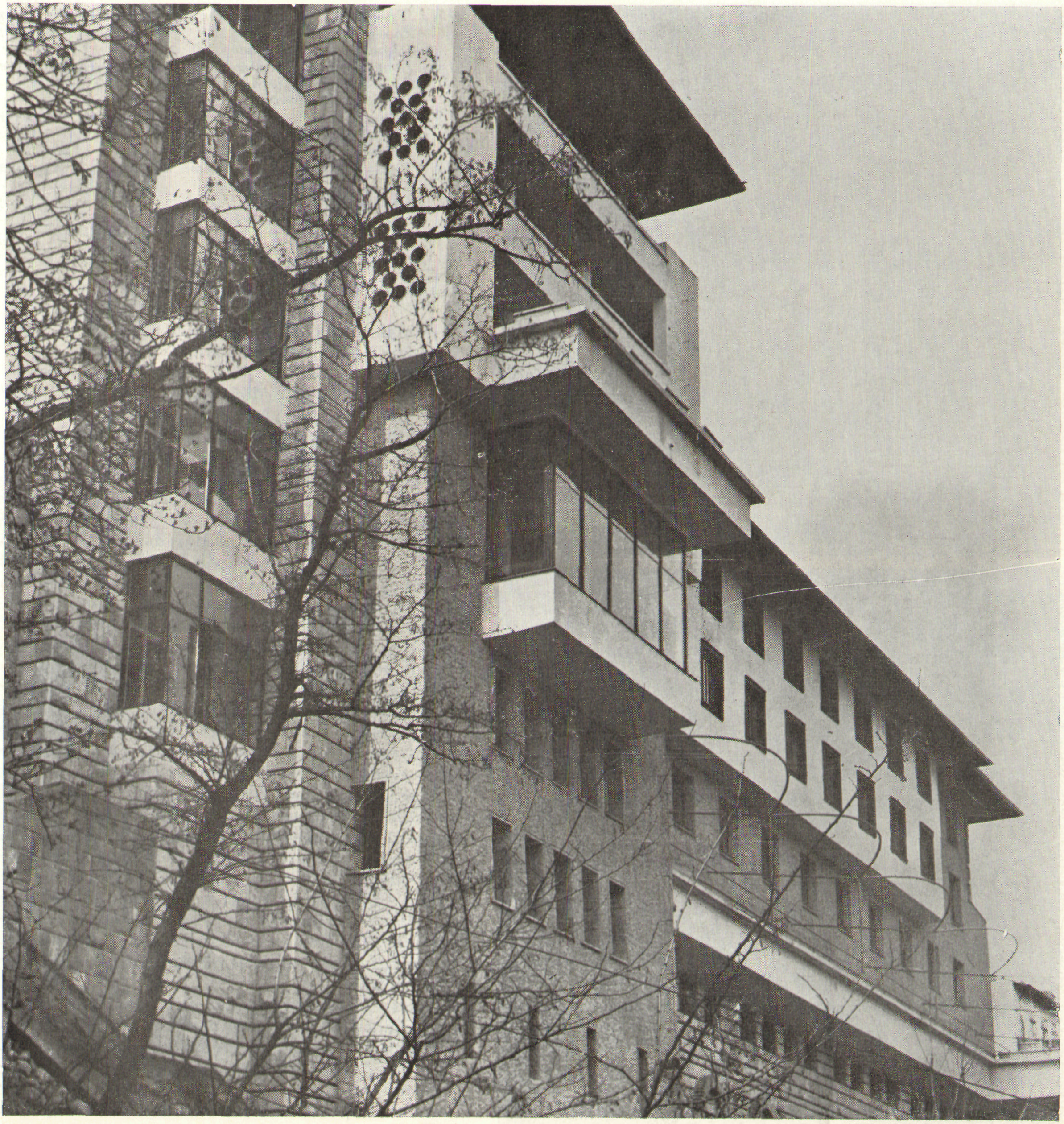
The construction of motorways is a question of ever growing importance nowadays. The recent trends of development in tourism make it necessary to take decisive steps in this field. Many countries have already undertaken the extensive reconstruction of their motorway networks. It is actually they which take tourists to places of interest and resorts, presenting them in a good or a bad light. The economic advantages of motorways are increased by the opportunities they offer to the development of tourism (Fig. 151).

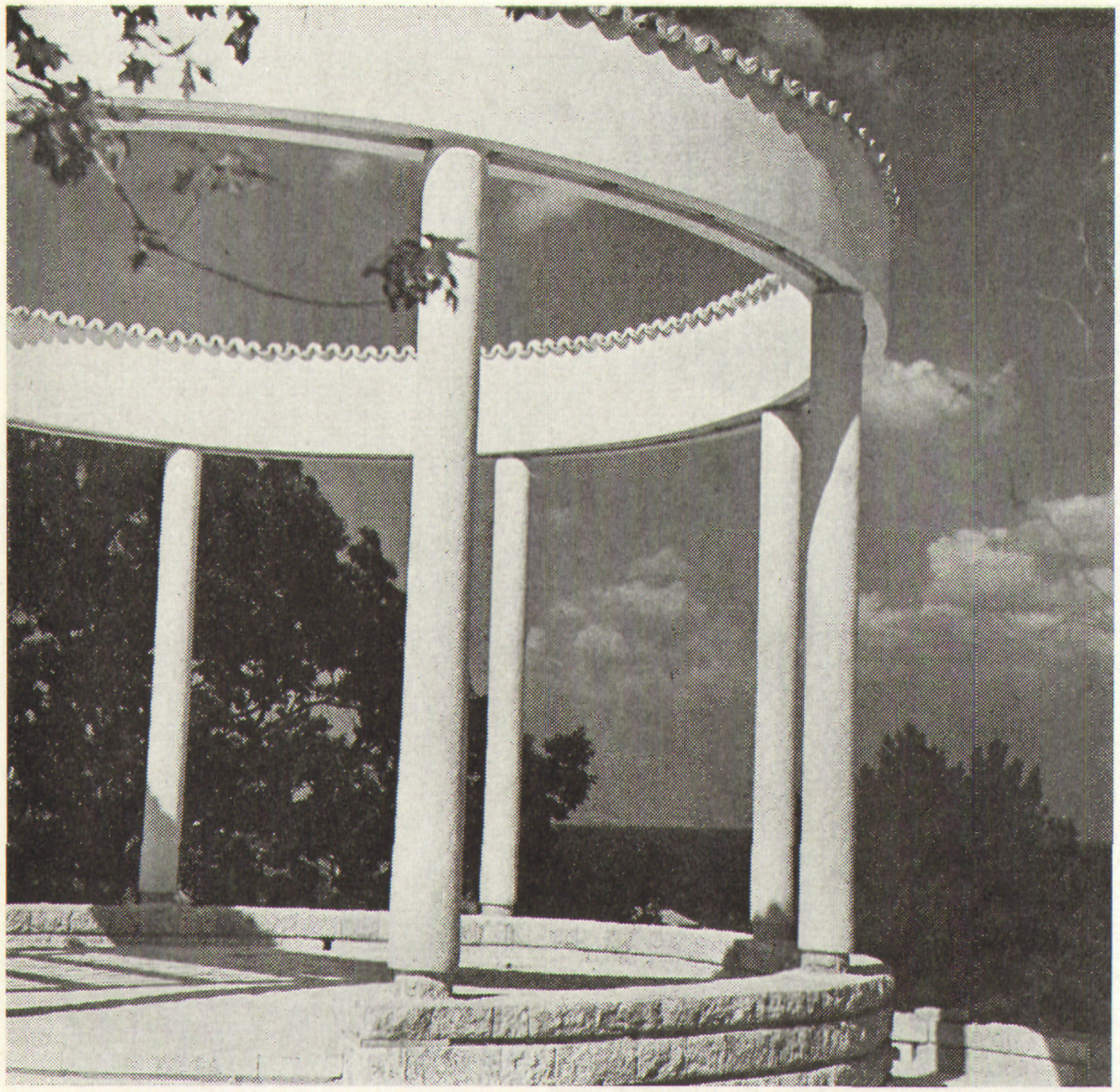
Only certain basic situations are regulated by international conventions: those concerned with the dimensions and profile of the roadway, especially of the main international motorways. Everything else is an individual task, the correct solution of which may produce fair or poor results.

Our national economy and internal and international tourism in Bulgaria have good conditions at their disposal for the safety of traffic, in all the principal kinds of transport. There is well-developed river transport on the Danube with Vidin, Lom, Roussé and Silistra as the principal international ports; the principal international ports on the coast are Varna, Nessebur and Bourgas; the airports serving international air lines are in Sofia, Varna and Bourgas; completely modernized rail transport, with diesel or electric traction on the main lines, extends from Sofia to Plovdiv and Bourgas, from Sofia through Pleven and Gorna Oryahovitsa to Varna and from Gorna Oryahovitsa to Roussé; most of the roads have been rebuilt and adapted to the intensified traffic of our day. Over the last twenty years since the end of the Second World War the roads in our country have been paved with a lasting dust-free covering and increased in length by more than fourteen times (Figs. 149 and 150).

According to the configuration of the terrain and its altitude above sea level, the highways in Bulgaria are classified as follows:

– highways on level terrains (0 to 200 m) –31.4 per cent
– highways on hills or foothills (200-600 m) = 41.0 per cent







154. A decorative rotunda on the main highway near Stara Zagora
Photo by L. Yarichkov
155. In memory of the Hero of National Freedom on the Sofia–Varna highway
Photo by B. Dimitrov
156. Varna: The Varna Hotel, by a group of architects headed by Dalchev
Photo by L. Yarichkov
157. Resting place with a fountain and statue of a young girl by the main highway
Photo by B. Dimitrov

– highways on medium mountainous terrains (600–1,000 m) – 15.3 per cent

– highways on high altitude mountainous terrains (over 1,000 m) – 12.3 per cent

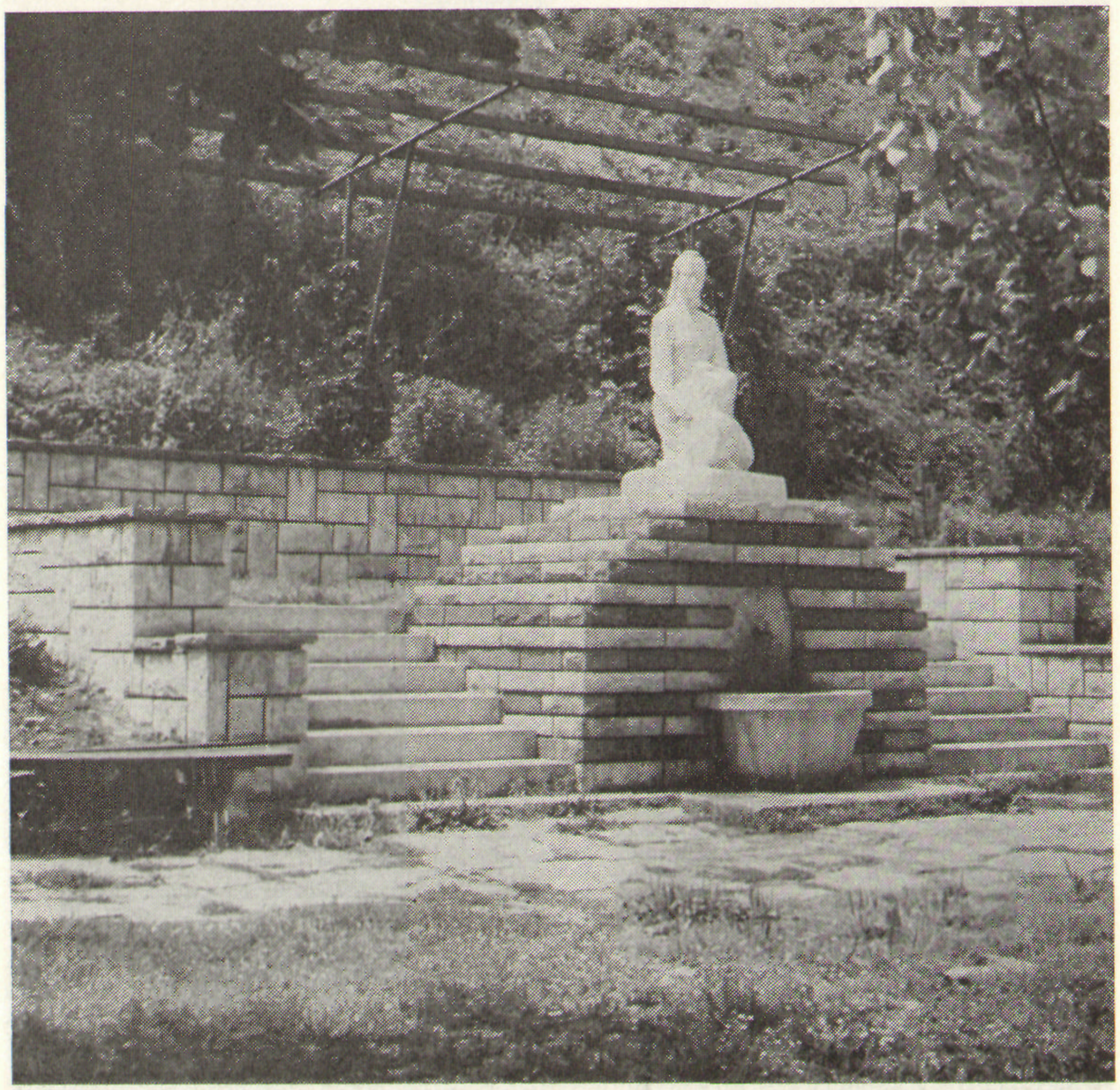
(Figs. 154, 144, 145, 146, 155, 157, 158 and 159).

In their routes and equipment, our present-day international motorways are influenced by ancient traditions. The Romans were the first to build the many roads criss-crossing the Balkans. We know of the Via Ignacia, linking the Adriatic, Byzantium and Asia Minor via Macedonia and Aegean Thrace, of the diagonal road leading from Central Europe through Singidunum (Belgrade), Serdica (Sofia), Philippopolis (Plovdiv) and Constantinople to Asia Minor, and of the road along the Danube, crossing the western provinces and reaching the towns on our Black Sea coast. There were roads leading across these main roads from the military camps on the Danube through the Balkan Mountains passes; they have been rebuilt to meet the requirements of the present days, but they have preserved their basic layout to this day.

The utilization throughout the centuries of draught animals necessitated the creation of stage posts at every 15 to 20 kilometres along the Roman cart-tracks, where the horses were changed (*mutatio*), and of night stations for the travellers at every 45 to 60 kilometres (*mansio*). There were usually two *mutatio* posts between the *mansio* stations. The Roman officials visiting the provinces rested at night at special stations (*praetorii*) by the roadside.

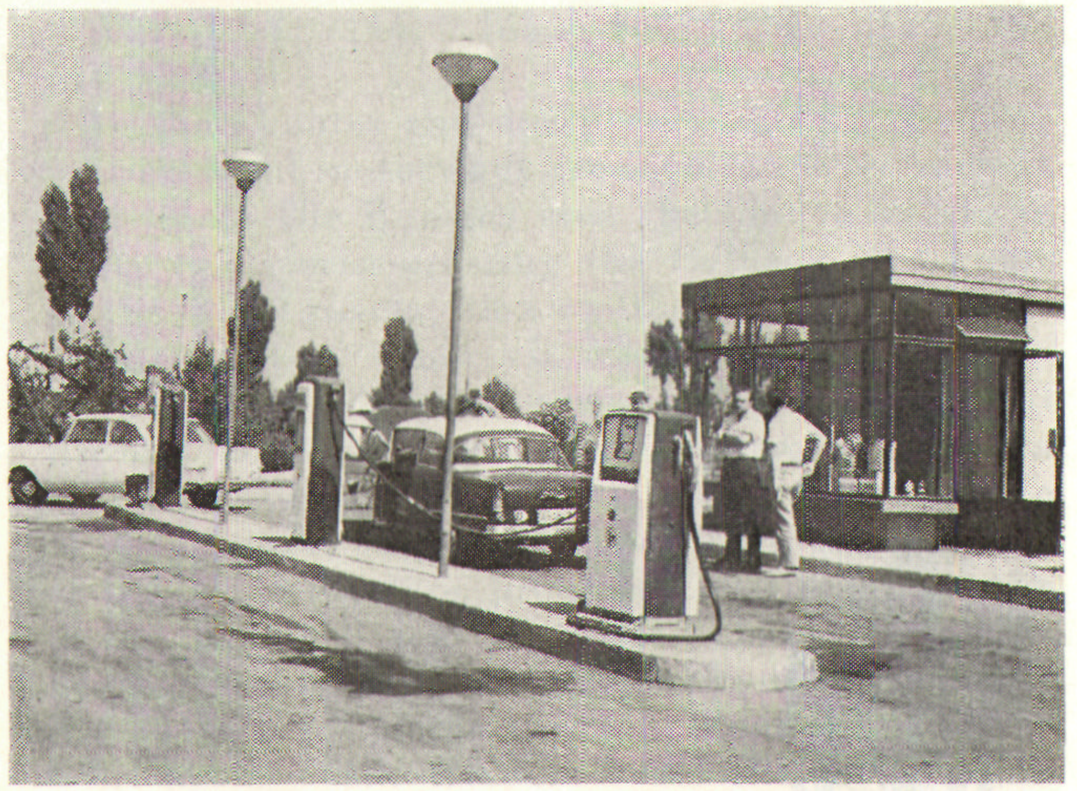
These traditions of servicing these cart-tracks were inherited and continued by the Ottomans the new conquerors of the Balkan lands. At first they used the old roads, improving them provisionally; their maintenance, however, later became impracticable, and this necessarily led












Motel

158. Roadside Monument to the Liberators
Photo by B. Dimitrov
159. The Vigil of the Balkan Lion, sculpture on the main Sofia-Plovdiv highway
Photo by B. Dimitrov
160. Filling station
D. F. A., Sofia
161. Motel near the Kalotino frontier point on the main Belgrade-Sofia highway
From Resorts
162. Inn in the village of Boyana, near Sofia
Photo by L. Yarichkov
163. Inn in the village of Goroublyané, near Sofia
Photo by L. Yarichkov

to the construction of completely or partially new roads – both in lay-out and in surfacing; special merit for this new construction is due to Mithad Pasha (1822-1884). It was he who had the first self-taught Bulgarian architect Kolyo Ficheto (1800-1881) build the famous bridge over the River Yantra near the town of Byala (Figs. 162 and 163). The Turks also built many inns in the towns and on the sites of the former Roman road stations; some of them later developed into towns and villages that still bear the name of the former inn.

A number of towns in our country were famed for the number of inns in them during Ottoman rule. In his newspaper *The Bulgarian Eagle*, Bogorov wrote in 1846 of the 15 inns and 2 convents in the town of Kotel, of the 3 caravanserais and 8 inns in Sofia, of the one caravanserai and 6 inns in Plovdiv in the 17th century. Kolyo Ficheto showed exceptional skill in building the Nikoli Inn in Veliko Turnovo, preserved to this day as a precious monument of the architecture of the Bulgarian National Revival period (Fig. 141).

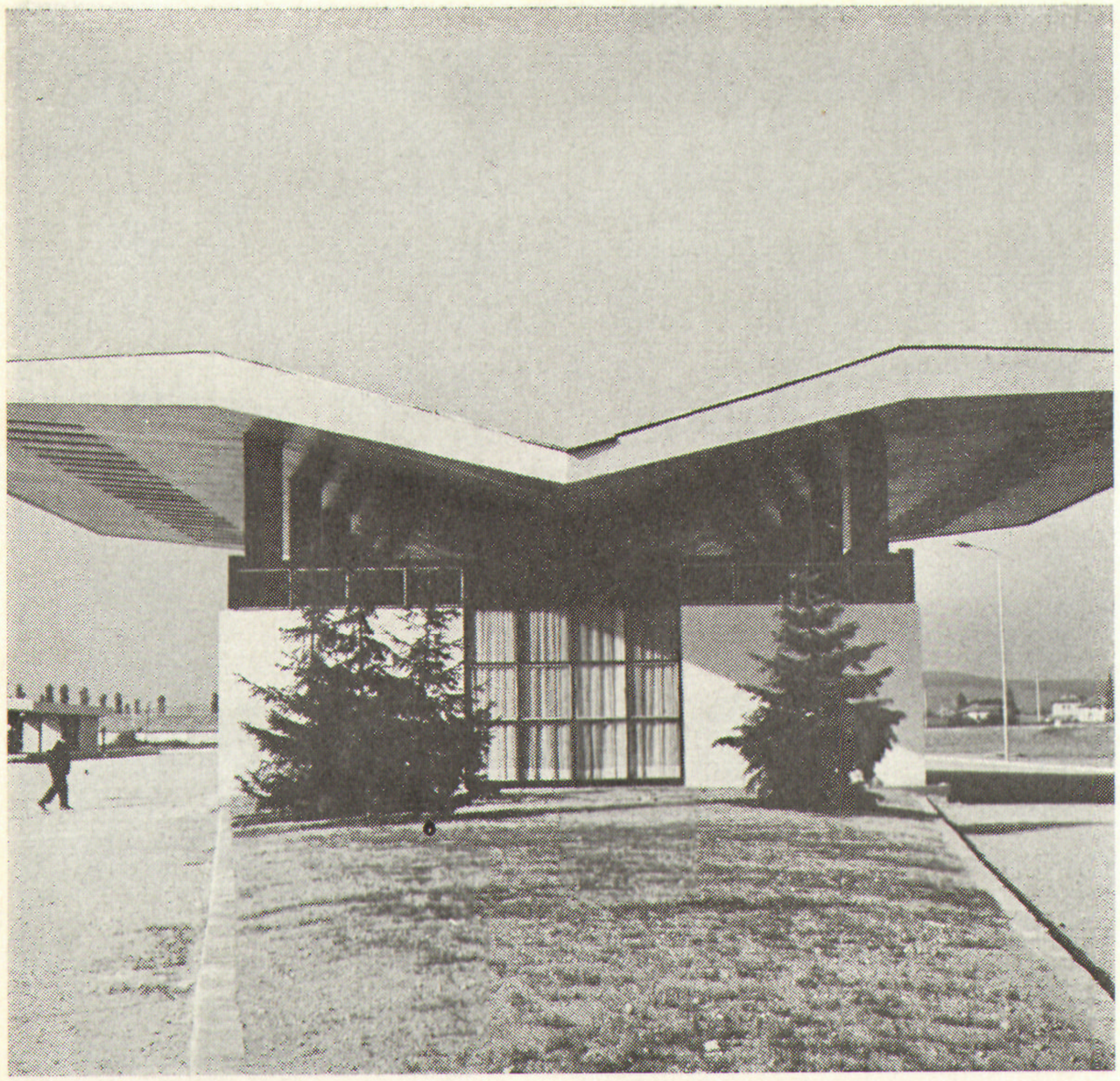
The fine big fountains along the roads and in the towns and villages were built with genuine enthusiasm by our people (Figs. 165, 162 and 163).

The tradition of facilities along the highways are continued to this day, but they have been adapted to the requirements of modern life. Interesting little inns and refreshment pavilions have been built to meet the everyday requirements of motorists (Figs. 152 and 148), as well as attractive motels and camping sites, modern filling stations and repair shops, and frontier entry and exit stations (Fig. 164).

Our motorways are being gradually transformed into richly ornamented complexes, which include places of rest along the roads, allegorical sculptures, decorative fountains, road signs, colourful beds of shrubs and flowers, memorial monuments, obelisks, pylons, etc.









164. Frontier point Koulata on the main Sofia-Salonika highway
From Resorts
165. Roadside fountain and resting place
Photo by L. Yarichkov
166. The Bridge of Friendship, road and rail link over the Danube between Roussé, Bulgaria, and Ghiurghiu, Rumania
D. F. A., Sofia

All the towns and larger villages crossed by tourist routes have their well-organized, neat new complexes of hotels, restaurants, places of entertainment, shops, etc. (Figs. 147, 153 and 156), offering cordial hospitality to Bulgarian and foreign tourists. By 1970, the Central Committee for Tourism is to build new hotels in the towns, and new motels between towns, with more than 5,450 beds, new camping sites for over 3,000 motor-cars, and many snack pavilions and small inns along the tourist highways of our beautiful country.

Today, the weather in our country is sunny, clear, wonderful, quite transparent. The air is so still that the purr of a motor-car can be heard far away! But it is not Auguste Chédevis' de Dion Bouton, the first motor car brought to Sofia in 1895. Many things have changed beyond recognition since then.

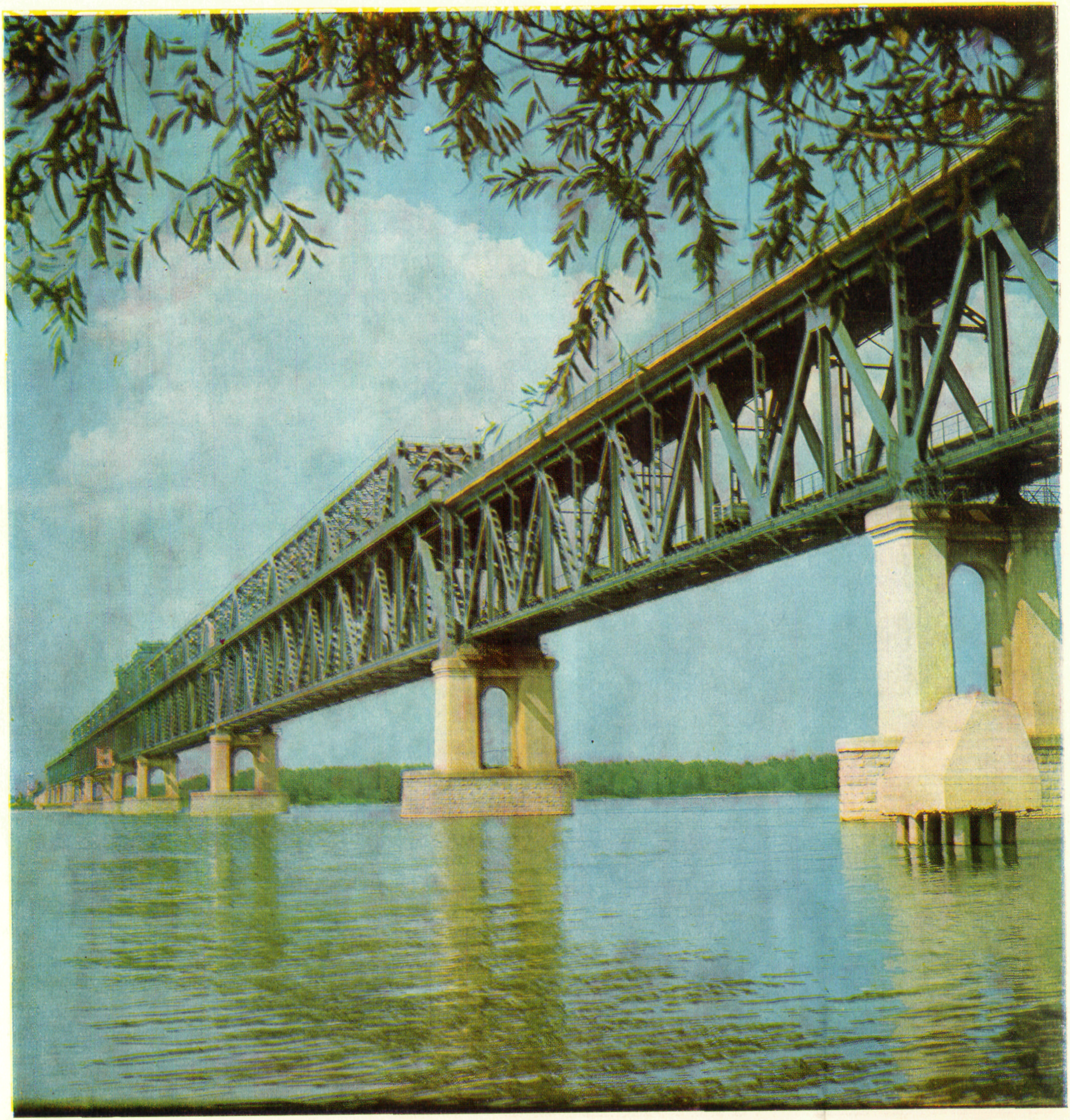
The great importance of the highways for the present and future development of tourism defines the degree of care given to their proper construction, lay out and installations.

The pleasant appearance of the highways and their relation to the surrounding country and scenery require *the active participation of architects expert in landscape gardening*, in the lay-out, designing and construction of highways.

The first inpressions foreign tourists receive of the culture and hospitality of a given country are acquired *at the frontier entry stations* from the complex of services, and from the architectural aspect of the buildings and the facilities required for the proper organization of these services.

Another basic problem arising from tourism concerns the norms of town-planning in existence so far and, more particularly, *the structure of the surroundings* of the towns and villages of tourist importance.

The general *facilities* on the tourist highways in *their sections between the towns* should provide conditions for the travellers' rest and for servicing their everyday and technical requirements: Here also arises the question of the lay-out and the *planting of trees, shrubs and flowers* and of the *monumental ornamentation of the highways.*



THEORETICAL AND PRACTICAL REQUIREMENTS FOR THE DEVELOPMENT OF THE MATERIAL BASE OF INTERNATIONAL TOURISM

1. DEVELOPMENT AND CONCENTRATION OF TOURIST SITES

'Know your country,
So that you may come to love it.'

Studies on the development of tourism should be carried out from two main standpoints:

– resort and tourist factors, and the struggle for their preservation and development;

– effectively planned tourism, design and construction of the material centre.

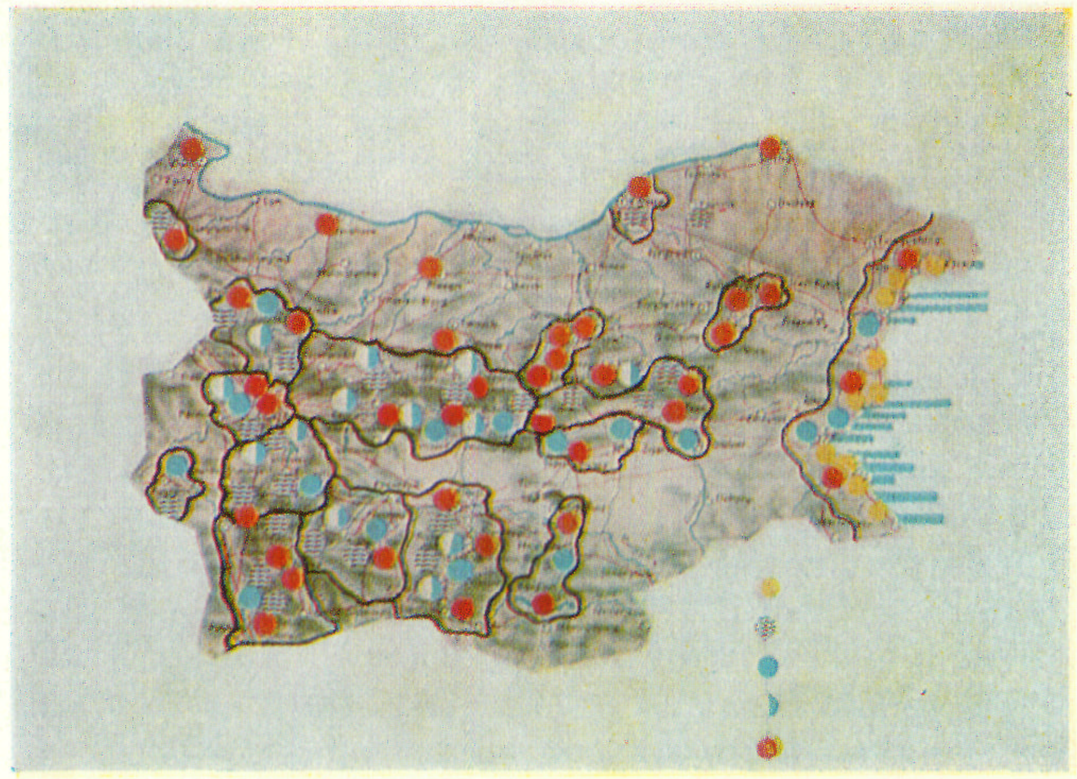
Only through a thorough knowledge and study of resort and tourist factors can a proper trend

be given to the development of domestic and international tourism in a given country.

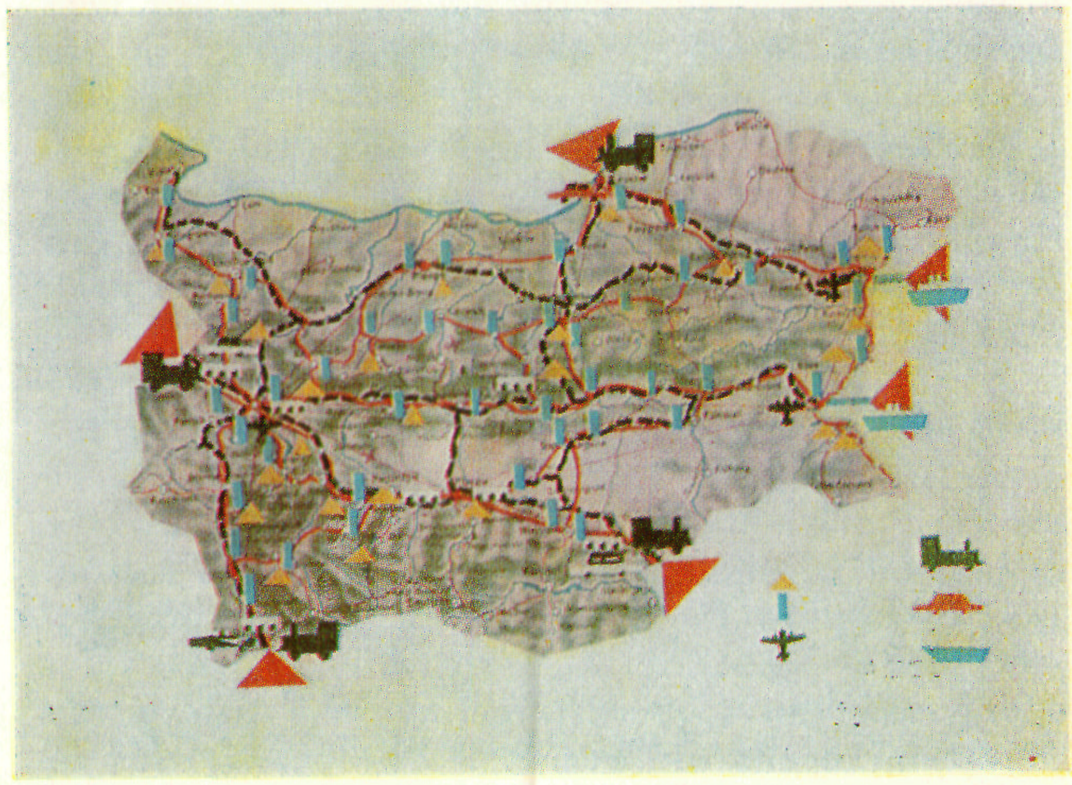
Tourism and its cause in Bulgaria successfully and resolutely rejected primitivism and harmful traditions of the past, and this rejection was due to the revolutionary reforms (scientific and organizational) of the last two decades. This necessitated consistent, ceaseless clinical and experimental work to obtain a complete grasp of the mechanism of action of the various natural and other factors of tourism. On the basis of these observations and studies, scientifically substantiated indications and counter-indications emerged, and methods and dosages necessary for the utilization of resort and tourist resources were established. In the final count, this will permit a gradual comprehension, cultivation and utilization of natural resources to public ends.

Parallel with the studies and investigations of the elements which make for the effectiveness of the cause of resorts and tourism, systematic and planned research work leads to the taking of steps for the preservation of available and newly-discovered factors, particularly the natural ones. This work leads to the simultaneous accumulation of data confirming, supplementing or correcting the previously established empiric indications and counter-indications; it permits the elucidation of the conditions in which the profile of curative factors—mineral springs and curative mud deposits—can be improved, their capacity augmented, their regime of maintenance and their exploitation improved; it permits the scientific substantiation of material prerequisites for the correct development of resort and tourist sites; it leads to a systematic selection of the most convenient starting points and communication links; lastly, this activity makes it possible to attain a workable solution, warranting economically effective undertakings.

Research work should be carried out in a complex form. The competent opinions of the experts in meteorology and climatology, in geology and hydrology, in economics and efficiency, in architectural design and artistic composition, in dietetics, in transport, etc., are of equal importance in this complex work. The greatest responsibility in







167. Concentration of holiday, tourist and resort centres
Drawn by K. Toteva
168. Centres and routes of international tourism
Drawn by K. Toteva
169. Road amenities on the international tourist routes
Drawn by K. Toteva

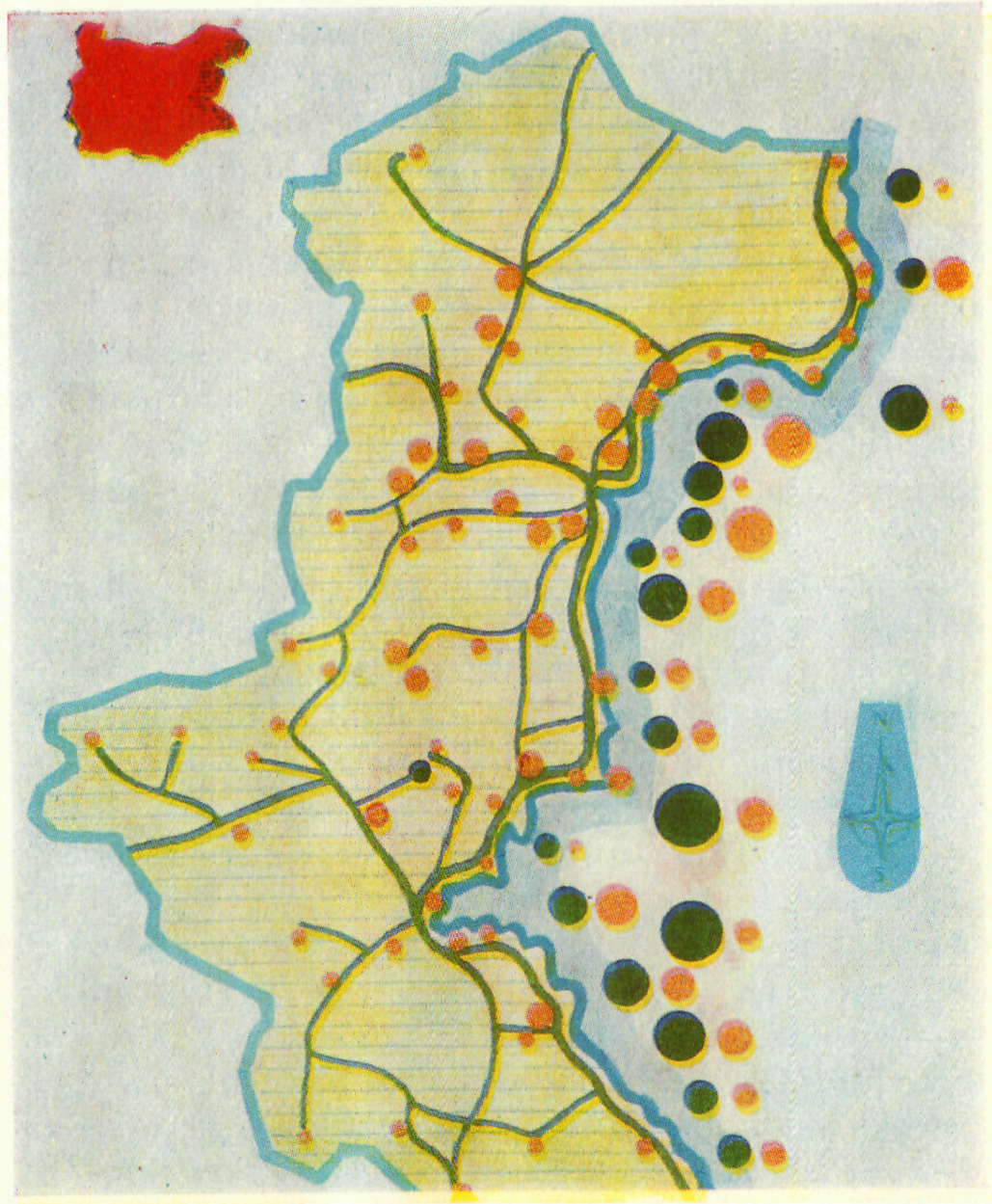
170. Resort and tourist construction in the Black Sea coast area
Drawn by G. Atanassov
171. Complex development of every kind of transport in the Black Sea coast area
Drawn by G. Atanassov

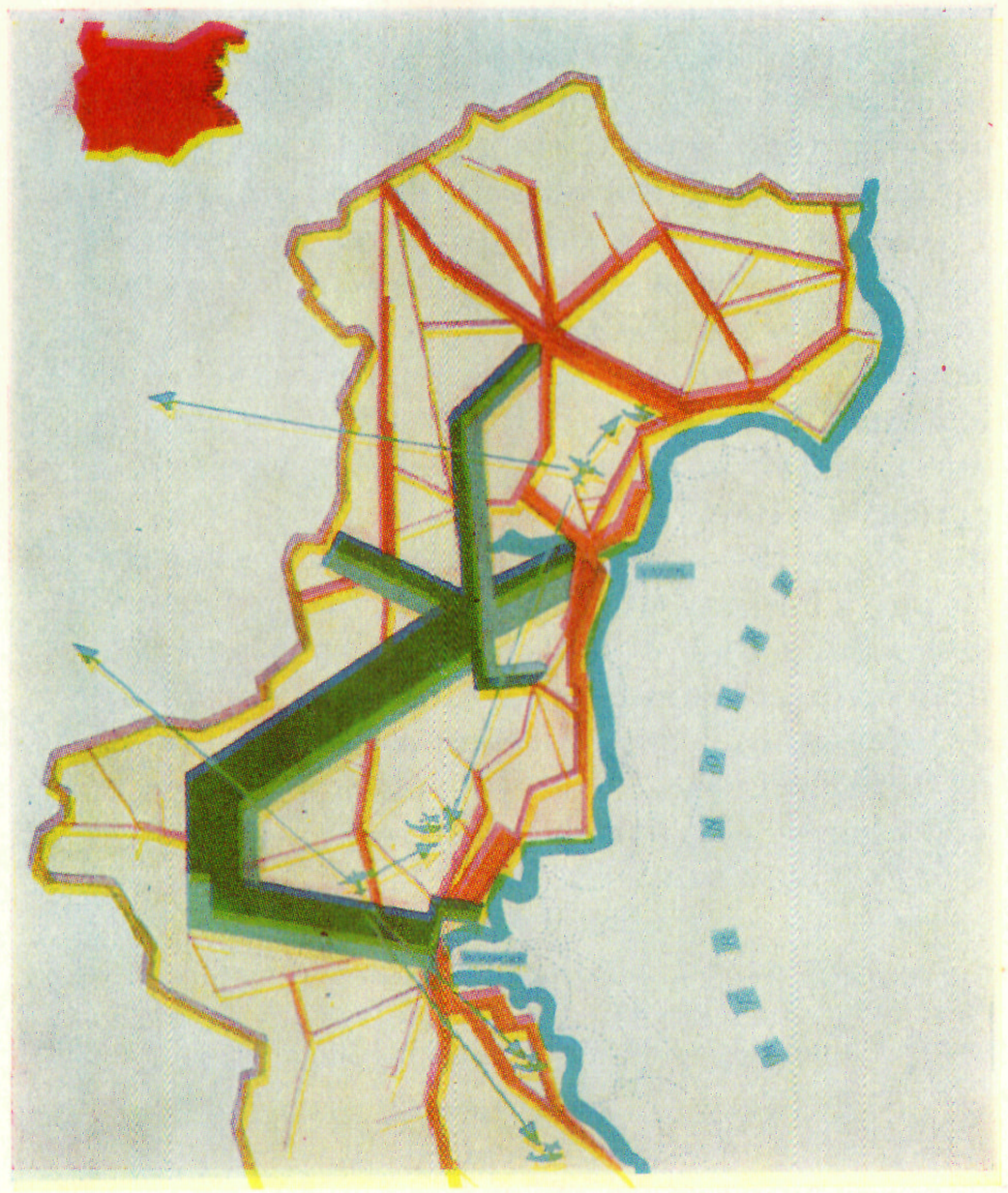
promoting resorts and tourism should, however, be borne by the respective research institutes dealing with all that concerns the resorts and spas and with physiotherapy. Such an institute was founded in Sofia on April 27, 1949; so far, it has implemented its scientific and methodological tasks very well. At the same time, this institute is engaged in training personnel, who are to work in the curative resorts first of all, or to staff the medical facilities offered to tourists. There is an important shortcoming in the work of this institute – it has not hitherto taken a sufficiently active part in the propaganda concerning resorts and tourism.

The secondary and higher educational institutions for the training and re-training of cadres, whose work it will be to service international tourism, will in the future, play a paramount part in the correct solution of these problems, particularly of those in the sphere of the tourist industry. Such an educational complex was founded on December 1, 1963 at the Golden Sands resort in Varna; in the comparatively brief existence of this complex, it has provided appropriate qualification for a considerable number of young specialists. It has already developed into a college level institute.

Care to restore the energy and fitness of the working people, to balance their nervous system in a natural environment, to eliminate to the highest possible degree the causes of disturbances in the functioning of their systems, etc., mostly by preventive methods or in the early stages of the sickness, is for us the keystone in the development of contemporary mass domestic and international tourism in our day. Very good results can be achieved by a sensible use of the natural environment.

It has been generally established that certain diseases, such as allergies (supersensitivity of the organism, asthma bronchialis, etc.), have been growing more frequent in recent years with the expansion of industrialization and urbanization. In addition to the introduction of a number of new drugs – antibiotics, aspirin, insulin, liver extracts, etc. – specialists believe the disquieting pollution of the air over the European cities to





be one of the main causes of allergies. Many factors cause this pollution: smoke from industrial enterprises, from household heating systems, car exhaust fumes, etc. For example, it has been proved that 'some 12,000 tons of dust settle on Paris every year from the atmosphere, and over 76,000 tons settle on London';[22] a single petrol refinery in Holland 'daily releases 100,000 cubic cm of sulphur dioxide into the atmosphere',[32] etc., and this reduces the bactericidal effect of the ultraviolet rays and favours conditions in which bacteria cause allergy, etc.

'Air pollution, combined with other factors agressive as regards the higher nervous activity and the neuro-vegetative system: noise, vision tension and fatigue, the strenuous life in densely populated cities and residential districts, transport difficulties, family difficulties, for married people in particular, arduous requirements in the factories, etc. – these are the principal factors creating the so-called city climate of the 20th century.'[22]

All this consequently has a decisive effect on urbanistic, architectural and other conceptions, on the conception of the organization of public services and amenities, through which the maximum effect can be obtained from the complex solution of the problems in the building up of a comfortable modern centre for short or rather for long holidays, which require another environment in the first place, a different environment from the city's, an architecturally organized environment. And so the Polish film producer Romuald Zhilinski's impressions of the Bulgarian resorts, written with great understanding, have a very truthful ring: 'In a country possessing the geographic and climatic conditions to be found in Bulgaria, tourism can gain numerous and sincere friends for it.

'The moment one sees Sunny Beach or Golden Sands, the architecture arouses admiration or at least satisfaction (in those who are harder to please).

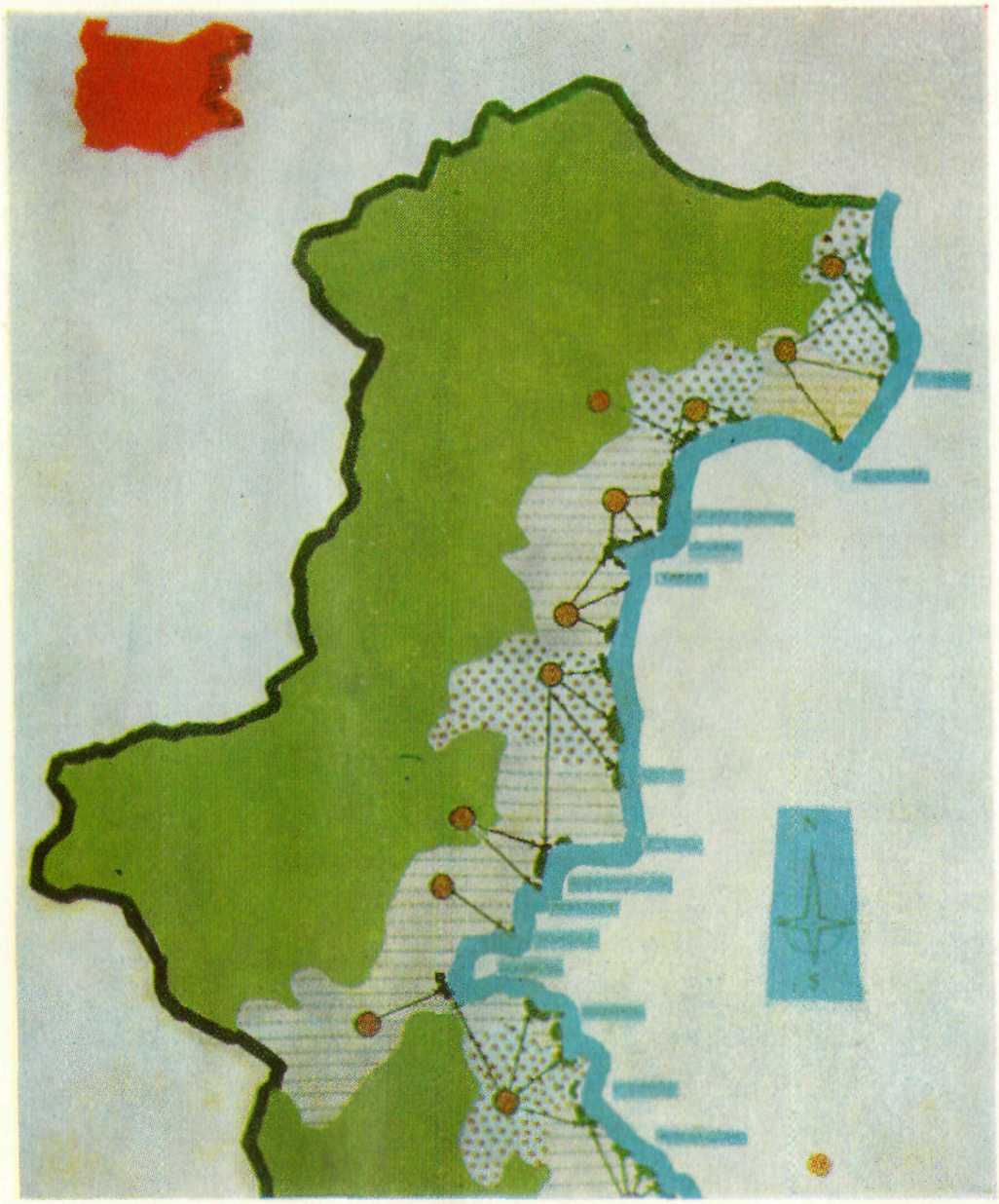
'In my modest opinion (which in fact was on many occasions confirmed in my talks with tourists from various countries), the one-storey hotels are most attractive, from an architectural point of view, and have excellent functional qualities. *The wonderful thing here is that there is no barrier between the hotel you live in and nature, that you can come straight out of your room onto the lawn, among the shrubs, and that the trees, together with the southern sun, seem to peep into your room and say "good morning, you are welcome here."* Most of us live in huge buildings in big cities, and these dwellings of ours are divided into larger or smaller cells, just like those of a honey-comb. That is why, when we go on a holiday to the seaside or to the mountains, most of us are on the look out for some sort of primitivism. All of us would like to spend the two weeks of our holiday closer to Nature. Nevertheless, if the ordinary townsmen are to have a good rest, this primitivism should in a certain sense be "staged", so that there should be no lack of comfort and hygiene. I believe that this should be the guiding principle in the construction of the new resort complexes.'[24]

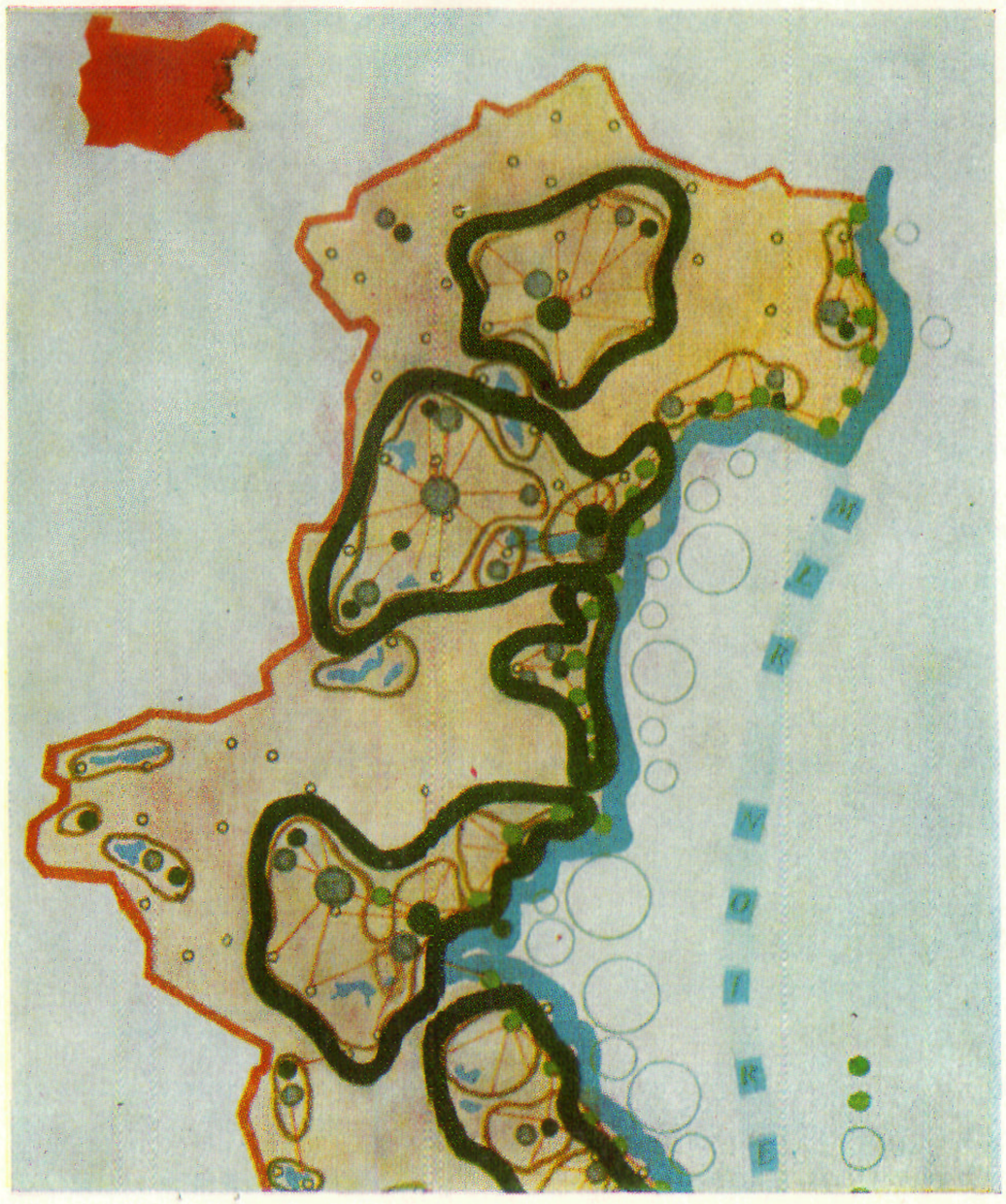
Bulgaria's planned economic development put into active motion district (regional) economic and territorial planning, the objective necessity of which had become apparent. On the basis of the material and labour resources of the country, regional (economic) territorial planning theoretically indicates, by preliminary economic and schematic analyses, how best to coordinate the elements and methods of production in the region or the branch of economic activity, so as to achieve the most expedient trend, and the one most advantageous for the national economy, as regards the type, situation and concentration of the various economic and other activities. Considered in a territorial aspect, it is this planning that helps to determine the conditions of displacing the population and the long-term estimates of the growth of towns and villages. Regional planning in this sense stands out as one of the main features of the present stage of development in town planning. In elucidating the cost and the volume of work in the construction of industrial, resort, tourist and other residential formations, it provides a sound basis for a practicable, sensible and systematic application of the town-planning and architectural undertakings in the country.

Although still incomplete, the research data obtained so far allowed the Institute for Regional Territorial Planning to start work in 1961 on the elaboration of the territorial diagram (a stage in the preliminary research) of Bulgaria, with a view to determining the location in the regions of the resort and tourist sites, the relation between them and the other branches of economic activity, their profile and capacity, the stages of their development, as well as the basic indices of the programmes for their lay-outs Figs. 167, 168 and 169.

172. Specialized agriculture for the development of tourist resorts in the Black Sea coast area
Drawn by G. Atanassov

173. Zones of concentrated construction in the Black Sea coast region
Drawn by G. Atanassov





This systematic diagram is a serious step forward, its is a model experiment, a splendid visual material, the complex interrelations in it illustrating the quantity and significance of the impending tasks. This diagram is being used by a number of departments, institutes and organizations and is of great practical value in processing the problems of planning leisure and holidays in Bulgaria. The Central Committee for Tourism at the Council of Ministers, which is the guiding institution for the country's tourist industry, also uses the studies of the Institute for Regional Territorial Planning in drawing up its technical and economic report and its long-term plan for construction up to 1970 and 1980 (its general indices having been approved by the Government in September of 1964). The diagram is playing a very important part in the creation of scientific criteria for the technical and economic indices, for the methodological and research work of planning the regions and sites for spa treatment, holidays and tourism, and their close collaboration with the other economic activities Figs. 170, 171, 172 and 173.

The territorial diagram of the Bulgarian Black Sea coast has already been drawn up and duly approved; it fully regulates the capacities and distribution of resort and tourist site resources and the measures associated with them.

The regional diagram sheds abundant light on the 380 kilometres of our coastal zone, in which there are some 7,000,000 square metres of beaches, spread out in excellent conditions, consisting of 3,000,000 square metres of sandy beach areas and of 4,000,000 square metres of sand dunes; at norms of 6 to 8 square metres of beach per visitor or of 30 to 40 square metres of dune areas per visitor, the Bulgarian coast has a daily capacity of about 500,000 tourists. And so one comes to the conclusion that with a minimum of ten shifts of fifteen days each, our coastal zone is capable of receiving a minimum average of 5,000,000 *tourists annually*, without counting the centre for short holidays.

But the general average norm, as adopted in the design decisions for the required area of beach and dunes per tourist, possesses splendid possibili-

ties. Observations have proved, for instance, that some 15 to 20 per cent of the holidaymakers do not use the beach in summer. Some of them rest, others go on organized excursions and trips or spend their time on the various sports and other vessels at sea. Consequently, although the beaches are visited by some 5 to 10 per cent of casual visitors and by some 5 per cent of the personnel, the average population on the beach is not altered.

The crowding of the beach is caused by something else. It is primarily due to the fact that the beach zone is most crowded between 9 and 11 a. m., and the greatest density is within 25 metres of the water edge. But scientific research has proved that aerosols are effective to about 120 metres from the water's edge, and their active zone is about 40 metres from the water's edge. It is clear, then, that *the 'unloading' of the beach can be regulated*. What is required is a well planned, *proper, complete equipping of the beach*.

Moreover, the study of the regional territorial diagram turned our attention to all the other main problems, associated with the building up of our Black Sea coast into a first-class site for domestic and international tourism. The following problems were elucidated: the climatic conditions and possibilities regarding the respective degree of utilization in the various seasons, the sea depths along the coast and the sea currents (and the ensuing assignment of the sites to children and adults, and of the profile of the resort, etc.), the qualities of the construction terrain, the necessary planning and measures for sanitation, the concentration and dislocation of construction as sites for long or short holidays; for social or curative medical tourism, the harmful effects of industrial enterprises on the resort sites and the necessary measures to be taken against these harmful effects, the diet of the tourists, the developlent of communications, etc.

The regional territorial diagram of our Black Sea coast, which was worked out in 1963,provided a complex, complete and correct trend for the large-scale investments in resort and tourist architectural, constructional and planning work in this zone.

Regional territorial diagrams were also worked out for the high-altitude sports complex Rila, one of our principal high-mountain projects, for the high-altitude mountain sports complex Pamporovo in the Rhodope Mountains, for the high-altitude mountain sports complex Vitosha near Sofia, etc. They will serve as the initial basis for the planning of the corresponding material centres.

2. SUGGESTED CLASSIFICATION OF TOURIST ENTERPRISES

A number of considerations concerning norms make it necessary for the sites of tourism and resorts to be classified into a well-defined system, in addition to the categorization of the establishments, as practiced by the enterprises and organizations of the tourist industry.

The construction of establishments and holiday houses in Bulgaria is being carried out in several directions. For instance, the social security projects for the population are built by the people's councils, departments, trade unions and other unions, the Ministry of Public Health and Social Welfare, and the Ministry of Public Education. The projects of the tourist industry are primarily built by the Central Committee for Tourism at the Council of Ministers. On principle, the establishments that provide services or offer holiday and tourist facilities can be divided into four principal groups:

a. SHORT HOLIDAY GROUP

The short holiday group includes the grounds and establishments of a most markedly and extensively manifested prophylactic character. The daily and holiday rest of the masses is organized and serviced through the undertakings of this group. Care for the good organization of the short holiday has begun to make its appearance in the urbanistic projects and planning decisions for the towns and villages, for the towns and industrial settlements in particular. In addition to parks, gardens and sports grounds in towns or industrial settlements, the surroundings should provide twice as many facilities for short holidays. A special structure of the surroundings is an absolute necessity in the large administrative and economic centres of international tourism, especially at the points of entry or exit of the highways. There should be special grounds there for camping sites, motels, restaurants, i. e. a simpler material base capable of relieving the peak loads of the

tourist season in August, July, September and June.

The structure of centres for short holidays connected with the various towns and villages, especially the towns of over 50,000 inhabitants, in the four phytogeograhic regions of the country, ought to be of a nature to correspond to the new organization of international and domestic tourism. In August, July, September and June, the peak months of the tourist season, the regime of the '20th century city climate' and the intense traffic of tourist cars *definitely impose new determinants in the planning and building up of the gardens and parks in the towns and in their surroundings*. The norms hitherto in force should be considered as being a minimum or insufficient for Sofia, Plovdiv, Turnovo, Varna and Bourgas. They should correspond to a minimum of 15 square metres of parks and gardens per inhabitant of the town and to two and a half to three times as much per inhabitant of the surroundings, which should be given every care as regards their structure and facilities in the areas of the points of entry and exit of the motorways and of the bypasses.

The resorts of local significance should be studied within the short holiday group, even though their material centre may to a considerable extent be used for long holidays within the region where they are located.

The working people are constantly striving to achieve additional social gains – a reduced seven-hour work day, or even a six-and-a-half-hour work day in some branches of the national economy. This means that the number and range of the projects of the short holiday group will increase and acquire ever growing importance. That is why all these needs should be carefully considered in calculating and drawing up the town-planning projects, including the needs of tourism, so as to ensure greater possibilities for their future development.

b. LONG HOLIDAY GROUP

This group includes the basic bed (hotel beds) fund of the country. Its enterprises deal with sites whose natural curative factors have been effectively proved, since they are the main conditions for the formation of the known types of resort centres and sites: seaside, mountain, high altitude sports or purely high altitude, balneological, curative mud treatment, or of a combined type.

The centre for long holidays in Bulgaria is being developed for the requirements of the tourist industry, but also and mainly for social services to the population in Pioneer, youth and student camps, in those of the trade unions and other organizations, to serve the workers and employees of the various enterprises and departments as prophylactoria, sanatoria and balneosanatoria of general or specific curative profile.

The long holidays group should also include the lodgings for summer hiking holidays of between 14 and 20 days, which some organizations plan for the appropriate seasons along previously established routes. The planned programme for the development of international, domestic and social tourism and of the tourist industry allows for the reception by 1980, on *the stationary bed principle*, of some 4,500,000 *guests*, with an *average stay of each person* of 15 to 20 days *per bed*. The number of foreigners in the stationary centre for long holidays should exceed 1,5000,000 and that of the social (internal) tourism, 3,000,000.

As regards the international tourist industry in particular, it should be borne in mind that the ratio of the number of tourists staying for a long holiday to the number of guests with a fixed route programme, including transit travellers, is one to four. *It may be expected, therefore, that the number of foreign tourists in Bulgaria will have increased to* 6,000,000 *by* 1980. This defines all the remaining problems of providing *facilities* and of *our preparedness to receive and offer services* to our guests.

In addition to hotel and restaurant facilities, the problem of the *reception, parking and servicing of the tourists' personal cars* is of *primary importance*. If the norm is that 80 per cent of the guests will arrive in their own cars, with 2.5 to 3 persons on an average per car, the conclusion is that, in addition to our own fleet of cars, we should be prepared to receive in our country a monthly average *in August or July* of some 320 to 400 *thousand foreign cars*.

In the future, the enterprises of the long holiday group will acquire steadily increasing social, prophylactic, curative and economic importance. Accordingly, there should be much more understanding and resourcefulness in planning for and correctly organizing for long holidays those centres which are still to be set up, while at the same time resolving the ecomonic problems.

c) TOURIST ATTRACTIONS GROUP (RECREATIONAL FACILITIES)

This group may include all the naturally or historically created cultural and artistic sites of scientific, cultural or aesthetic interest. The enterprises entrusted with organizing the tourists' leisure are concerned with archaeological finds, towns and villages of architectural interest, commemorative or historical monuments, the art crafts, folklore, our way of life, with typical natural surroundings: caves, rock formations, national parks, with rare endemic or exotic plants, game or fish preserves, etc.

It is expedient to have the respective enterprises offering services to the tourists built at the sites of interest. They are usually camping sites, hotels and restaurants, if these sites are not near a town or village; some of the sites of special scientific interest may require the creation in their area of research institutes, museums, lapidariums, aquariums, etc. There should be *no norms* suggested in this case, as the existing *potentialities are inexhaustible.* They are entirely within the range of *local initiative and resourcefulness.* The main point is that the more readily accessible these sites are, and the more their cultural and aesthetic merits are popularized, the greater will be the revenues of the tourist industry.

To quote Aleko Konstantinov, 'There is pleasure in variety.' The large bases for long holidays demand special care for the creation around them of a ring of recreational facilities, with good highways linking them and allowing the organization of appropriate daily variety and entertainment for the tourists. This holds particularly good if the long holiday site happens to be far from a big town or village.

d) ROAD FACILITIES GROUP

This group includes all the enterprises offering services to tourists in the towns and villages and along the motorways between the towns or villages, in the towns that are economic and administrative centres and at the starting points towards the long holiday sites. These services usually start at the frontier control points on the highways, or railways, or at the airports or ports, and are offered by town hotels and restaurants, the motels around the towns and on the highways between towns at camping sites, snack bars, souvenir shops, stalls offering packaged foodstuffs, fruits and vegetables, automobile repair shops and filling stations.

These units for services to motoring tourists have lately begun to develop very rapidly, parallel with the expansion of tourits travel in private cars. In the organization of the administrative and economic centres, much attention should be paid to the units offering services to motoring tourists, and they should be suitably organized with the necessary zeal. In no case would it be correct to create a lasting year-round hotel centre in towns to meet the peak tourist flow, thus blocking the streets with cars. It has been proved that our country may be expected to receive some 6,000,000 foreign tourists in 1980. It is known that 20 per cent of them, or some 1,200,000 persons, will be expected in the *peak month of August* in the tourist season.

Together with the stationary base for international tourism, there will be an additional number of other units in operation,such as private lodgings, etc. In all of them, with two guests per bed per month in the long holiday units and ten guests per bed per month in the service units, it will be possible to lodge some 300,000 persons. There will be another 900,000 *tourists who will have to be accommodated at the camping sites.* With the norm of five overnight stays per tourist, we come to the figure of *180,000 tourists requiring rooms daily, or 60,000 cars daily requiring space at the camping sites* in August 1980.

So, if we accommodate 70 per cent of the guests in the long holiday centre,and if we take the average capacity of the camping sites to be 250 cars, we shall have to build approximately 170 camping sites. But at the same time, *we ought to have 180 camping sites near the service units, along the motorways and at the sites of interest and recreation*, with an average capacity of 100 cars per camping site.

The enterprises offering services to motorists in Bulgaria are entirely owned by the tourist industry. They are built, operated and maintained by the organs of the people's councils or by specially instituted state economic enterprises and organizations for the servicing of domestic and international tourism.

3. ARCHITECTURAL AND CONSTRUCTIONAL PRINCIPLES

a. THE NEW MATERIAL CENTRE

Each historical stage in the development of human society sets the architects and builders new social, economic, technical and aesthetic problems. Therefore, the main distinguishing features of architecture and construction crystallize during this very process of the development of society, depending on the nature and pace of its social transformations. The natural consequence is that architectural practice must, in its creative work, maintain the continuity between the past, present, and future of the people. As a phenomenon closely linked to the society that creates it for its own ends, it is the objective reflection, the real echo of the basis and also of the superstructure of the social order. Since it satisfies the corresponding requirements of that society, it is also of a transient nature.

In structure, the economic foundations of socialism differ radically from the structural foundations of the economy of the social systems preceding it, with the relations of material production existing in them and the political, legal, philosophic, religious and artistic views, morals, and moral standards which develop from these relations. The socialist system provides extensive possibilities for the development of a most progressive economic organization, for meeting the material and spiritual needs of the respective peoples in a most expedient and effective way. In this connexion, there is also a very clear definition of the new concepts in planned and spatial composition and in the architectural and artistic appearance of the very diverse centres to be created – urban, rural, industrial, resort and other centres – as independent units or as constituent elements.

We know of the many experiments in the field of architecture made in all parts of the world; nevertheless, a number of them are no more than mere experiments, the mere unachieved aspirations of a progressive thought and struggle, unable successfully to achieve the desired aim in the true sense of the word. Such, for instance, is the experiment of the group of architects headed by M. Candilis, who designed the French tourist complex Languedoc-Roussillon, the projected future tourist site and project now being so widely advertized. It is conceived as a unified archi-

174. The Balaton Hotel, built of prefabricated panels by a group of architects headed by N. Nenov at the Sunny Beach resort *Photo by L. Yarichkov*



tectural and town-planning enterprise, resembling our resort complexes on the Black Sea coast in its planned, spatial and architectural conceptions.

At the IUOTO seminar held in Prague on December 12–16, 1964, M. Roger Prène stated in his brief report: 'Our decision to build a large tourist project should not be considered as unwise and hasty; there is rich experience of construction on a similar scale on the Black Sea coast of Rumania and Bulgaria.' What, however, do we read in the journal *Paris-Match*, number 799, August 1, 1964? 'Pierre Racine has made his calculations, studied his finances, and seems certain of success. And so, the state is to make inhabitable the thousands of hectares it purchased at 100 francs per square metre, i. e. it will make the installations, pressure conduits and canals, and so the figure will go up to 2,500 old francs per square metre. It only remains for the authorities to re-sell the grounds at 2,700 to 3,000 francs per square metre. i. e. at a very modest profit.' The result would seem to be that the project would be taken over by various companies, the state would make a 'modest' profit, and Candilis's idea would, unfortunately, remain a hollow screen without the content which, in essence, is the expression of architectural and planning ideas of this kind. The *biological* conception of Prof. Richard Neutra, who works in the United States, will for the same reasons be manifested in the great idea of the residential housing complex. So the French professor Jean Rojie was right when he exclaimed about our resorts: 'The ensemble solutions are good, the plans of the buildings and their architecture are excellent, *the public places*, the gardens, beaches and all that surrounds them are impeccably carried out and maintained. . . . They are models of the balance of light and freshness which Bulgaria offers today.'

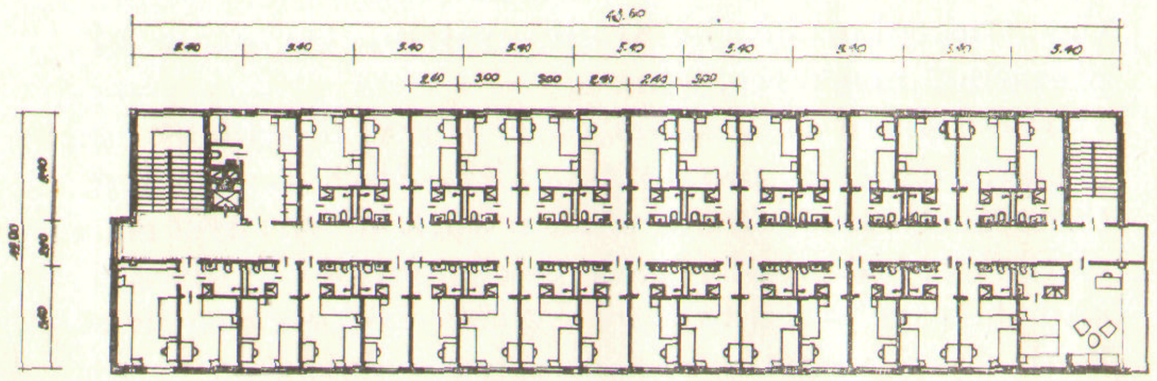
The architectural, artistic, volumetric and spatial solution and form of the tourist complexes and projects, chiefly those for short and long holidays or for curative tourism in Bulgaria, are guided by a basic principle: to bring the tourists and holidaymakers as close as possible to the elements of Nature, the power and charm of which should be felt in all circumstances, during treatment, while asleep or resting in bed, at table, during walks, while playing games etc. In the long run, any departure from these conditions can only be tolerated in individual cases – for reasons arising from the grounds themselves, for an architectural retouching of the surroundings or on other serious grounds.

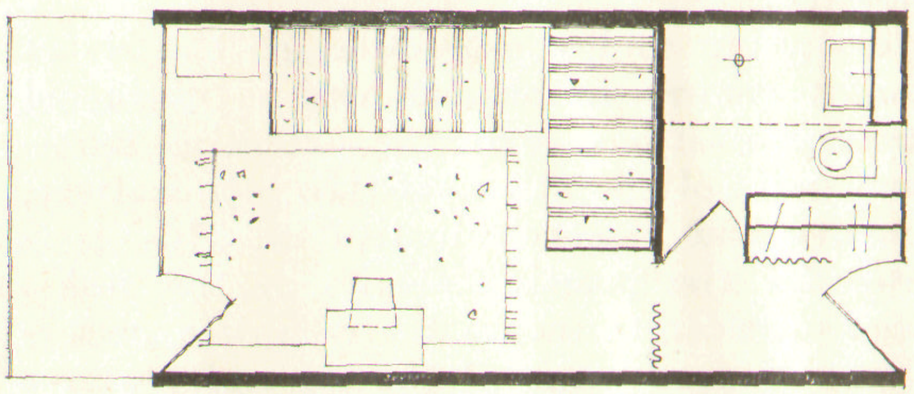
A profound devotion to Nature and its beauty, an irresistible desire to introduce that beauty into the courtyard, into the home wherever we work or organize our cultural occupations, our leisure or when we go on hikes, to associate them with the architecture of the building, to strive to give it its natural place in the landscape, to make it a living thing, to merge it into the landscape – this is a splendid tradition of our creative architectural work, which is filled with great humaneness. As applied in the architecture and urbanization of the tourist projects, hotels and restaurants, in individual units or in entire complexes, this creative tradition possesses a peculiar power. It helps to create maximum possibilities for the holidaymakers and tourists, in their brief stay in the resort, deliberately and fully to detach their thoughts from the urban surroundings in which they live and work, with their noise and the dynamism typical of our day. This tradition leads to preference being given to the tranquil courtyard spaces and the rich greenery of the trees and shrubs in them; it leads to the complete preservation of the natural surroundings.

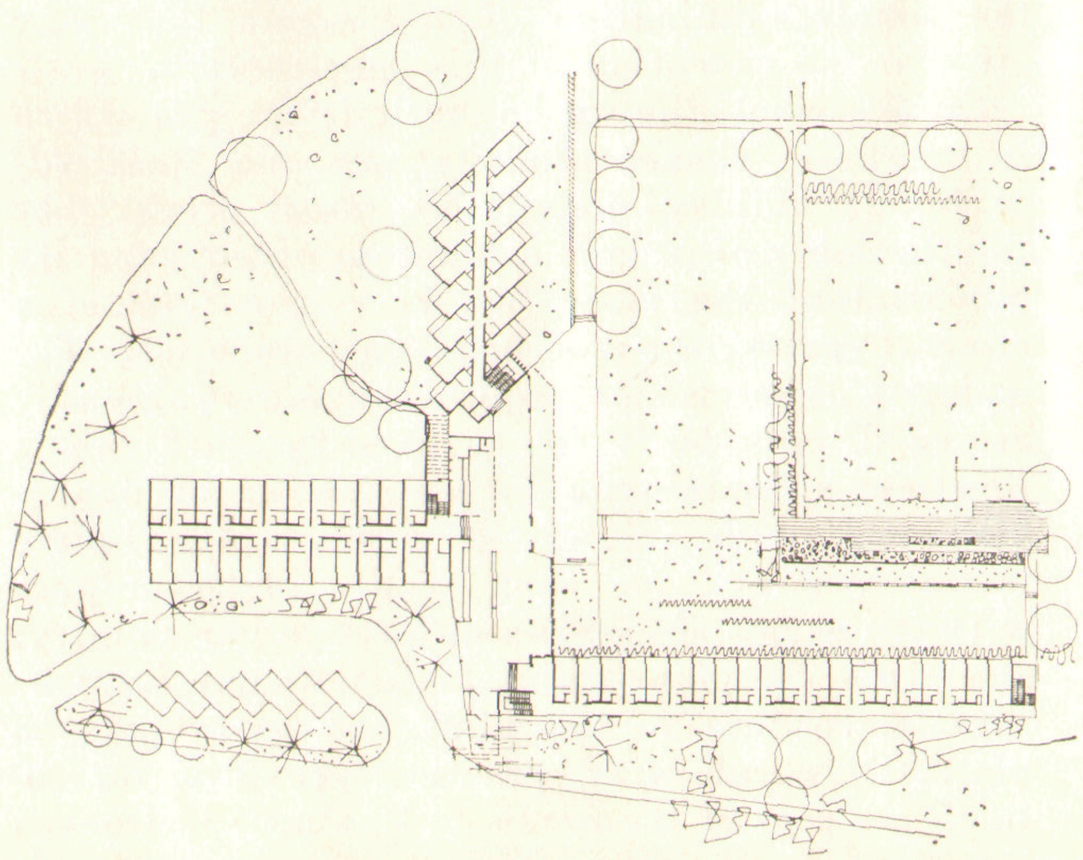
The proverbial hospitality of the Bulgarians is part of the warmth and comfort of their homes and their fine, well-ordered courtyards with the flower beds and trellis vines.

In the composition of the complex or of the individual unit, there is an attempt to inspire a lofty confidence in the culture of the nation, in the creative resources of the people, in the economic and social principles of the new social order. The architectural ensemble in its entirety should make its viewers fully aware of the moral stength of the Bulgarian people and inspire definite standards of public behaviour in them.

The ideal is, in accordance with present standards of living, to create grandeur and beauty, in complete harmony and unity with our national inheritance and with the natural milieu; at the present level of construction and design, to achieve a synthesis of architecture and Nature which would obliterate to the fullest possible extent the dividing lines between inner and outer spaces. The idea of the direct proximity between the interior and the landscape should be unflinchingly upheld with the creative willpower that it requires. The interior should unveil the beauty of the landscape, and be at the same time its logical extension.







175. A typical hotel floor (floor plan)
Drawn by H. Hristov
176. Furnishing of a typical hotel room, axis 3.00 metres
Drawn by T. Popova
177. Construction of a hotel with prefabricated panels at the Sunny Beach resort, by a group of architects headed by N. Nenov
Drawn by T. Popova

The problem of the connexion between architecture and Nature has two principal aspects: first, the logical insertion of the architectural unit into the immediate surroundings, without destroying or altering the latter and second, to give such a structure and scale to the spaces as to make them reveal and stress the landscape and the characteristic features of the scenery, which should be perceived as an attraction, a recreation in the general or individual composition.

For tourist projects in particular, the greenery, trees, flowers and water are also capable of infinitely strengthening the effect of the architectural composition. Before the grandeur of Nature, however, architecture should always be modest; it should find a suitable scale and achieve simplicity in the volume of the elements and its architectural forms.

Then – not ornamentally, but practically, sensibly and logically – architecture becomes a great art that fully meets people's everyday necessities and functional requirements, corresponding to their financial means and answering their creative and aesthetic ideals.... This is, actually, architecture's role – to meet people's material requirement and to be their art as well. It becomes a truly powerful, monumental propaganda of the respective social order! In tourist propaganda as well architecture has its finest role to play!

When tourists leave their country to spend a pleasant holiday somewhere else, they look for a pleasant climate, but they also want to meet other people, to come to know other material and spiritual cultures, other traditions and features of different ways of living and folklore, the variety of which provides aesthetic and cultural enjoyment and enriches their ideas and knowledge of our world. Good and handsome hotels are only a means, not an end of tourism, because anyone can find fine hotels in his own country. It is therefore fitting for the principal idea in the construction and lay-out of the resort and tourist centres to reflect as far as is humanly possible the everyday traditions of the local population, and so, together with the specific

nature of the country's natural resources, to attain greater interest for tourists and greater effectiveness of the enterprises.

Bearing in mind the physical and chemical essence and the biological, physiological, prophylactic and curative effects of the natural and other tourist factors, every effort should be directed to keeping these factors untouched by our new architecture and work of construction and town-planning. On the contrary, it follows that men's undertakings should improve the basic resort and tourist factors and the natural surroundings.

Terrains for construction should be sought in conformity with the profile of the resort and of the individual project, especially when working in specific conditions. The prerequisites sought should allow the enterprise to have indubitable indices of aspect, sunshine, ventilation, drainage, and plenty of trees, flowers and shrubs growing around it, etc. Especially in the case of the balneological resorts, where the mineral water, whether aerated or of any other specific composition, cannot be transported without deteriorating over a great distance from the place where the spring is tapped to the complex, there should be particular care in settling on the terrain where construction is to take place.

For instance, the area selected for the construction of the complex's auxiliary establishments – central heating installation, electricity transmission stations, laundry, workshops, garages, waste depository, etc., may prove fatal. These elements are essential to the proper functioning of the resort and should always be located outside the resort zone, so as to obviate all possible harmful effects: this is a primary condition, of absolute validity for the climatic projects. If these auxiliary services are brought into a given complex as a functional unit, they are responsible, for their part, for considerably improved operational results.

The desire to seek the practically most expedient and economically most satisfactory constructions always obliges us carefully to consider the periods in which the facilities are used: whether during a given season or throughout the year. The correct solution of the problem of periodicity in the exploitation of resorts throws light on the solidity and complexity of the construction, the manner and system of construction in the architectural units, the type and number of the buildings that are to provide cultural and other amenities, the plan of the trade system, the scale of planning measures, etc.

The leisure of visitors on holiday should be so organized as to promote health, thus improving the results and effects of the work of the resorts. Actually, the prophylactic treatment of the disease and the care taken to improve the working people's health and working capacity are reduced to these measures. In the general planning of the complexes, the choice of sites for sports grounds and for cultural amenities and other places of entertainment should, therefore, be very carefully made and should preferably be out in the open.

The complex resort and tourist site construction, organized by planned investments of the departments or organizations entrusted with the management of domestic and international tourism and of the tourist industry as a whole, is of very high quality.

The designing and construction of the resort and tourist centres in our country is entrusted to state organizations, with the extensive participation and collaboration of the committees, departments and research institutes. This is a guarantee for the positive results of the tasks. However, in order to secure the complete preservation and improvement of the natural features in the resort and of their qualities, and in order to introduce the conditions necessary for economical construction, for cheap, economically effective exploitation with excellent medical and health indices, consultations are held while the plans of a given site are being designed, to coordinate all activities. Similar measures are also necessary during the process of construction for the timely elimination of any errors that may arise in the execution of this construction.

On the whole, as we know, it is the bed which is the basic element in the size and standards of hotel, holiday house and resort work. The total number of beds is a function of the capacity potential of the basic factors – the flow of a mineral spring, the area of a beach zone, etc. The majority of hotels and hospitals should be specially designed and built in conformity with world practice: containing a larger number of double bedrooms, with a norm of eight to ten square metres per bed for each 'cell', in accordance with the norms of hygiene in force in our country, and with complete toilet facilities and furnishings. According to the kind and nature of the projects, world wide practice provides for 10 to 25 per cent of the rooms to be single bedrooms,



and for one to three suites for every 80 to 100 beds. This is the correct principle for the construction of most seaside hotels or mountain climatic hotels and holiday houses in which the basic width (axis) of the room is 3.00 metres, in conformity with the requisite norms of hygiene and the required curative equipment; the balneological units and those serving motorists have a somewhat more extensive range of norms. (Figs. 175 and 176).

The most effective capacity of the climatic hotels at the seaside and mountain resorts built in our country for the requirements of the tourist industry is attained when they are planned with some 200 to 250 beds, or a maximum of 300 beds, with an average of four storeys to a building.

Small hotels for long holidays with less than 150 beds require a relatively greater number of control and management staff; the cost of maintaining and running these buildings and amenities is higher; they require more extensive grounds, and this also increases the cost of construction and maintenance of the underground network of installations, for landscape gardening, paving the roads, etc. No snack bars are provided in them, nor is provision made for serving breakfast, coffee, tea, etc., as this would be unprofitable here, although they are indispensable elements in the de luxe and first-class category hotels. Generally speaking, all these raise maintenance costs and reduce effectiveness.

For example, the smaller hotels in Sunny Beach resort are associated in groups of two or three under the same management, in order to reduce the expenses of a managerial staff up to a point, but this has reduced visual control and has also affected the proper organization of work in the hotels.

The big hotels for long holidays with over 350 beds are impracticable because of their effect on the landscape, particularly in the mountains. In the big hotels, there is an undesirable crowding of the guests at certain hours of the day and night in front of the reception and information desks, and the lifts, at breakfast time in the breakfast rooms, etc. All this calls to mind many of the elements of the 'urban psychology' of life and impairs the results and effects of a long holiday.

In such hotels the staff cannot come to know the guests well; relations between staff and guests become more complicated and less intimate; all in all, this decreases the relative qualities for the categorization of hotels. This is in complete accordance with our requirements for the construction of complexes: to preserve the natural environment and provide a maximum conformity with it, especially in the material bases which are differentiated as individual sites.

The existing norms for the building up of a system of permanent shops in the towns and villages are also adequate for the resort complexes and for the corresponding kinds of commodities. The need of a larger system of shops during the peak months of the tourist season should be met with mobile or other portable facilities.

The location of the *principal system of permanent shops is*, from our urbanistic point of view, *along the avenues of afternoon walks*. In the seaside resorts, it is along the coastal panoramic walk.

The requirements of parking lots for cars should be calculated with a norm of 60 per cent of the bed fund of centres for long holidays in view, as chartered means of transport are still in use. According to world statistics, there are from 2.5 to 3 travellers per motor-car.

From an urbanistic point of view, the location of the parking lots should be *along the round-about supply highway* of the complex.

The enterprises built so far in Bulgaria for the needs of domestic and international tourism have been conformed to the traditional European technology of construction — monolithic ferro-concrete for the framework, and mortar and brick partitions. In the construction of hotels for seasonal operation along the Black Sea coast, a new technology was tried out in the last three years — the large prefabricated panel method, which produced a very high technological effect (Figs. 177, 178 and 174). The necessary preparatory work was begun for the large-scale application of this method, which considerably reduces the time limits for completing the work regardless of the season, without impairing the quality of the completed building, or its maintenance or exploitation. This method should be most extensively utilized in the seasonal resorts.

It would be no exaggeration, nor would it be immodest to maintain that there are already some very fine examples of extremely well designed complexes in Bulgaria, in which the working people can spend their holidays in surroundings of modern comfort, returning to work completely fit and full of energy within a short time.



178. The Balkan Hotel, built of prefabricated panels by a group of architects headed by N. Nenov near the camping site of the Sunny Beach resort

From Resorts

b. ARCHITECTURAL PRESERVES AND OBJECTIVES: CULTURAL MONUMENTS

Bulgaria can be seen as a vast archaeological collection of many highly valuable exhibits. Our architectural inheritance is equally great, and has its own specific value. It is in the highest interests of tourism that these values, these mute witnesses of man's progress throughout the ages, should be preserved and utilized as purposefully as possible. Preservation is first in importance, followed by restoration and absorption into the country's daily life; it is best if all this is done according to a clearly defined preliminary plan, with each of these values finding its appropriate place in the great cultural and economic work of the country, customs also being borne in mind. Any of these fine buildings preserved and restored, but not forming part of local life, is an inanimate exhibit, difficult to maintain and subject to rapid deterioration and debasement. This is a particularly important problem in the towns and villages where our architectural inheritance is to be preserved, where life still continues today.

It is inadmissible, for instance, that the cultural monumentes in Nessebur, Zheravna, Kotel, Koprivshtitsa, Melnik, etc. where everything follows the rules of the present-day society – first of all, the monuments of the architecture of our National Revival period, lovely old houses, should be left to stand deserted and silent as mere exhibits. Each of these cultural monuments should be given a new task. If 'exhibited' as it should be, it will have a natural, spontaneous effect on people.

In this line of reasoning, we can maintain that it is not proper to have new hotels and restaurants built in towns and villages of this kind, when at the same time scores of buildings, all cultural monuments, are left uninhabited. Furthermore, the ground floors of many of these houses were used in the past as shops or workshops. Their shutters should not be thrown open once more, and the splendid skills of the craftsmen should be revived for the production of beautiful souveniers, to tell, in the words of the poet and the colours of the artist, of the Bulgarian people's skills, courage, feelings and way of life.

The process of studying and restoring the historical monuments of culture has so far been much too slow and is quite inadequate for the growing needs. Quite a number of the archaeological finds that have come to light have been taken to the central and district museums and accumulated there in different rooms, to which the public has no access. But we know that a given monument of culture and art increases greatly in value if placed appropriately on the very spot from which it was removed. This is of the utmost importance for the larger elements of architecture and construction.

In addition to their possible use as lodgings, souvenir workshops and shops, museums and lapidariums, many of the cultural monuments can be adapted for the presentation of various performances showing village life, folklore, national customs, opera and drama performances, especially if they are near a big international resort.

In themselves, these requirements also raise the main problems in this field. In a country with a social system like that of Bulgaria, once these problems are properly understood, they can rapidly be resolved.

c. HIGHWAYS

Amenities along the highways are faced with completely new requirements. These new requirements were defined with particular clarity by the rapid increase in the numbers of domestic and international tourists.

First of all, the highways should be capable of carrying high-speed motor traffic. For its part, this requires that the highways be adapted to certain basic conditions as regards the technical requirements of traffic security: proper dimensions of their cross-sections, big radii of the horizontal and vertical bends, small gradients in the longitudinal profile, a minimum of admissible irregularities of the surfaces, elimination, if possible, of all level crossings with other highways, etc.; the highways should correspond to certain definite standards as regards their aesthetic appearance and should also provide any repairs or other services required by the travellers.

The proper selection, lay-out and construction of the highways should not be taken as a merely technical problem, nor should it be resolved as such. Other experts also have a part to play in this work, as it is associated with a number of problems of landscaping and architecture, requiring different approaches and different criteria. Especially in the case of the tourist highways, one should first of all seek to achieve complete harmony between the highway and the terrain and landscape, and one should also reach a proper spatial solution, 'which pleases people and arouses feelings of satisfaction and pride that the highway has also become an achievement of our modern culture.'

In addition to all their other direct economic functions, the highways are of exceptionally great significance for the development of tourism. They should therefore be adapted to the character of the terrain and be so laid out as to help travellers to perceive the beauty of the scenery, to direct their attention to the special features of the landscape and fully reveal its noteworthy character and attractions to them. For this very reason, it is incorrect to have only fast-growing trees planted along the highway, because they detract attention from the surrounding scenery and so make the general appearance of the highway seem dull and monotonous.

Naturally, the introduction of trees and shrubs along the highway cannot and need never be considered as mere landscaping done with a view to improving its aesthetics, as an end in itself. The planting of trees and shrubs by the roadside should mainly be considered as a complex measure, associated with the increased technical and economic effectiveness of the highway, with its stability and its installations; in addition to all this, it would harmonize with the surroundings and the landscape.

An important element in the creation of amenities along the highways, almost completely neglected so far, is the planting of trees and shrubs on the rocky slopes of trenches and culverts, on supporting walls, tunnels, etc., that disfigure the scenery in most cases. If covered with creeper shrubs, these ugly and unattractive sections of the highway can logically be included in the general ensemble of trees and shrubs planted by the roadside.

Motorways require suitable tourist amenities. There should be well-organized frontier control points at the state frontier on the main international highways. It is only right that they should be provided with sufficient room for customs and passport checks, currency exchange, refreshment rooms serving light snacks and drinks, souvenir shops and stalls, packaged food and fruit shops, drug stores selling the usual drugs, etc. It is expedient to have filling stations and repair shops for lesser services – cleaning, oiling, and minor repairs to the cars – built near the frontier control points. It is necessary, in some cases, to have a motel, camping site or other such amenities built near the frontier control point, in case the tourists have to spend a night there.

It is certainly justifiable to have a proper centre of camping sites, motels, restaurants, snack bars, repair shops, filling stations, and shops offering the various commodities required by tourists, organized along the by-passes around the big cities, even though the latter may have their municipal hotels and other tourist industry units.

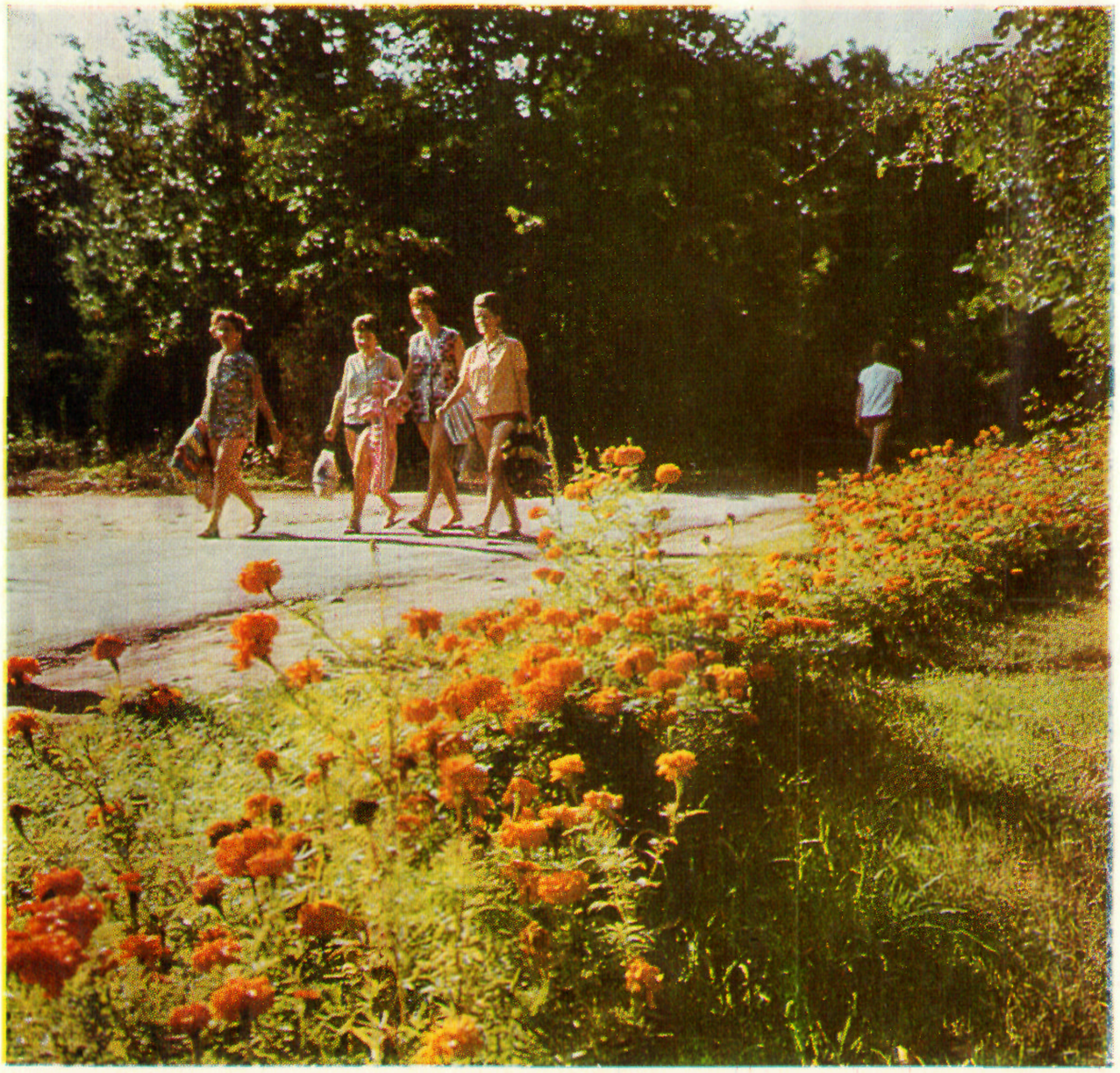
Great care should be devoted to the proper planning of the automobile highways connecting the towns and villages. It is suitable to have small complexes for short holidays built near beauty spots and places of historical interest, similar to those in the suburban zones, but at some thirty to forty kilometres from each other. Appropriate care should also be given to the 'minor architecture' that helps to shape the roadside – arches, obelisks, bowers, sculptural groups, fountains, pavilions, seats, pergolas and road signs (Fig. 186).



CONCLUSION

The problems of international tourism ar- great. They engage many branches of the na tional economy. They influence the cultural stand- ards of our people to a considerable extent. They require considerable efforts and much knowledge to be properly understood and promptly resolved. There are at the moment certain general trends in the development of international tourism, and the problems which face the latter are also the problems of the Bulgarian people. Therein lies the principal guarantee of the success of tourism in our country.

179. Flowers for the tourists *From* Resorts



In the West, the development of tourism and of the resorts is directed by businessmen! In our country, the development of tourism and of the resorts is directed by care for men! These two radically different conceptions lead to the difference in the results and effect of tourism as a cultural and economic undertaking.

The truth about the majority of the architects and builders in Bulgaria is one at which we can only rejoice; they care about creating conditions for the leisure of the population, and they give much thought and care to the problems these conditions present; moreover, the problems of tourism have now become their personal cause, their main economic and aesthetic task. In their creative work, they have become the guardians and bearers of lofty popular aspirations, they have become a bulwark in the struggle for the preservation of the people's health and of their longevity – of the happy future of the new people!. . .

Our architects and builders approach their work with devotion; that is why their creative work is a true work of art and science. And it is known that 'when science reaches the heights of perfection, it comes very close to its zenith, it becomes an art. And vice versa, when art attains the highest degree of perfection, when it reaches its zenith, in its own way it becomes a science.' The problems of tourism in our country are analyzed and resolved both from the point of view of science and from the point of view of art, uniting these two lofty manifestations of man's genius.

Works of art, including those of architecture, become understandable and have a positive influence on us only when they put our spirit in touch with the author's ideals. And since there are no priests in the creative work of architecture, nor can there be any, we are profoundly convinced that we should strongly adhere to the progressive traditions of our people if tourist construction is to succeed, that we should develop these traditions and raise them to the level of our own day!. . . At the same time, we should preserve all the riches that Nature has provided for us, and present them to man in a cultured manner, as they appear in life. We have no right to underrate the maxim:

> 'Architecture is also a chronicle of the world ;
> It continues to speak even when
> Both songs and legends are hushed'
> *Gogol*

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